

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JANUARY 8, 1978

## NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS				TOTAL PERSONS(2+)			
RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	NFL CHAMPIONSHIP GAME-NBC(S)	25.00	25,950	1	LAVERNE AND SHIRLEY#	30.00	61,520
2	CBS NFL CHAMPIONSHIP GAME(S)	24.00	24,900	2	HAPPY DAYS	29.00	61,080
3	LAVERNE AND SHIRLEY#	23.00	23,400	3	FISH(S)	28.00	57,180
4	HAPPY DAYS	22.00	22,900	4	CBS NFL CHAMPIONSHIP GAME(S)	27.00	56,400
5	FISH(S)	21.00	21,900	5	NFL CHAMPIONSHIP GAME-NBC(S)	26.00	54,400
6	ROSE BOWL GAME(S)	20.00	20,900	6	THREE'S COMPANY	25.00	49,700
7	CBS NFL CHAMPIONSHIP POST(S)	19.00	19,900	7	ROSE BOWL GAME(S)	24.00	49,700
8	60 MINUTES	18.00	18,900	8	CBS NFL CHAMPIONSHIP POST(S)	23.00	48,200
9	ABC THEATRE(S)	17.00	17,900	9	ALL IN THE FAMILY#	22.00	45,700
10	ORANGE BOWL GAME(S)	16.00	16,900	10	CBS NFL PLAYOFF GAME 2(S)	21.00	43,600
11	CBS NFL PLAYOFF GAME 1(S)	15.00	15,900	11	ABC THEATRE(S)	20.00	43,600
12	CBS NFL PLAYOFF GAME 2(S)	14.00	14,900	12	60 MINUTES	19.00	43,600
13	THREE'S COMPANY	13.00	13,900	13	CBS NFL PLAYOFF GAME 1(S)	18.00	43,600
14	ALL IN THE FAMILY#	12.00	12,900	14	ALICE	17.00	43,600
15	ALICE	11.00	11,900	15	SOAP	16.00	43,600
16	BOB HOPE SPECIAL(S)	10.00	10,900	16	BOB HOPE SPECIAL(S)	15.00	43,600
17	ONE DAY AT A TIME	9.00	9,900	17	ORANGE BOWL GAME(S)	14.00	43,600
18	CBS NFL PLAYOFF POST 1(S)	8.00	8,900	18	LUCAN	13.00	43,600
19	BARNEY MILLER	7.00	7,900	19	BARNEY MILLER	12.00	43,600
20	COTTON BOWL GAME(S)	6.00	6,900	20	ABC MONDAY NIGHT MOVIE#	11.00	43,600
21	BIG EVENT#	5.00	5,900	21	BIG EVENT#	10.00	43,600
22	LOU GRANT	4.00	4,900	22	LOVE BOAT	9.00	43,600
23	THAT THING ON ABC(S)	3.00	3,900	23	WHAT'S HAPPENING	8.00	43,600
24	BARNABY JONES	2.00	2,900	24	ONE DAY AT A TIME	7.00	43,600
25	SOAP	1.00	1,900	25	TOURNAMENT-ROSES PARADE(S)	6.00	43,600
26	CBS WEDNESDAY NIGHT MOVIE	0.00	0,900	26	THAT THING ON ABC(S)	5.00	43,600
27	HAWAII FIVE-O	0.00	0,900	27	RHODA#	4.00	43,600
28	M*A*S*H	0.00	0,900				

## WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ABC THEATRE(S)	26.2	20,210
2	LAVERNE AND SHIRLEY#	26.0	20,000
3	HAPPY DAYS	24.9	19,220
4	FISH(S)	23.9	18,990
5	60 MINUTES	21.7	17,780
6	ALL IN THE FAMILY#	20.6	17,380
7	THREE'S COMPANY	19.7	16,270
8	ALICE	19.4	16,260
9	BOB HOPE SPECIAL(S)	19.1	16,050
10	CBS NFL CHAMPIONSHIP GAME(S)	18.7	15,920
11	CBS NFL CHAMPIONSHIP POST(S)	18.2	15,580
12	BIG EVENT#	18.1	15,510
13	NBC MONDAY NIGHT MOVIES#	18.4	14,920
14	NFL CHAMPIONSHIP GAME-NBC(S)	18.0	14,650
15	ONE DAY AT A TIME	18.0	14,370
16	ROSE BOWL GAME(S)	18.6	14,360
17	HAWAII FIVE-O	18.0	14,220
18	LUCAN	18.4	14,200
19	BARNABY JONES	18.0	14,010
20	LOU GRANT	18.0	13,940
21	CAROL BURNETT SHOW	17.9	13,820
22	WALTONS, THE	17.8	13,700

## MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	CBS NFL CHAMPIONSHIP GAME(S)	39.3	27,130
2	NFL CHAMPIONSHIP GAME-NBC(S)	39.0	27,000
3	CBS NFL PLAYOFF GAME 2(S)	33.3	23,460
4	CBS NFL PLAYOFF GAME 1(S)	33.0	23,440
5	ROSE BOWL GAME(S)	32.6	23,040
6	CBS NFL CHAMPIONSHIP POST(S)	31.8	22,770
7	ORANGE BOWL GAME(S)	31.0	22,080
8	CBS NFL PLAYOFF POST 1(S)	30.7	21,440
9	LAVERNE AND SHIRLEY#	30.0	21,440
10	CBS NFL PLAYOFF POST 2(S)	30.0	21,440
11	60 MINUTES	29.7	21,190
12	COTTON BOWL GAME(S)	29.0	20,900
13	CBS NFL CHAMPIONSHIP PRE(S)	28.4	20,300
14	HAPPY DAYS	28.0	20,300
15	FISH(S)	27.4	20,000
16	BOB HOPE SPECIAL(S)	26.9	19,420
17	ALL IN THE FAMILY#	26.4	19,420
18	ALICE	26.0	19,420
19	SOAP	26.0	19,420
20	THREE'S COMPANY	26.0	19,420
21	CBS NFL PLAYOFF PRE(S)	26.0	19,420
22	BIG EVENT#	26.0	19,420
23	ABC MONDAY NIGHT MOVIE#	26.0	19,420
24	LOU GRANT	26.0	19,420
25	NFL CHAMPIONSHIP POST-NBC(S)	26.0	19,420
26	ABC THEATRE(S)	26.0	19,420
27	NFL 77-NBC(S)	26.0	19,420
28	BARNEY MILLER	26.0	19,420
29	60 MINUTES(S)	26.0	19,420
30	FOUR FEATHERS(S)	26.0	19,420
31	NBC MONDAY NIGHT MOVIES#	26.0	19,420
32	ABC FRIDAY NIGHT MOVIE#	26.0	19,420
33	BARNABY JONES	26.0	19,420
34	CBS WEDNESDAY NIGHT MOVIE	26.0	19,980

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JANUARY 8, 1978

## NIELSEN AVERAGE AUDIENCE

### WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ABC THEATRE(S)	29.9	14,260
2	HAPPY DAYS	29.1	13,880
3	LAVERNE AND SHIRLEY#	28.9	13,810
4	FISH(S)	26.3	12,540
5	THREE'S COMPANY	25.4	12,140
6	SOAP	22.0	10,500
7	CBS NFL CHAMPIONSHIP GAME(S)	21.7	10,350
8	ALL IN THE FAMILY#	20.3	9,690
9	NFL CHAMPIONSHIP GAME-NBC(S)	19.9	9,510
10	ALICE	19.6	9,360
11	BIG EVENT#	19.3	9,210
12	CBS NFL CHAMPIONSHIP POST(S)	18.8	8,980
12	60 MINUTES	18.8	8,980
14	THAT THING ON ABC(S)	18.7	8,930
15	LUCAN	18.7	8,910
16	ABC SUNDAY NIGHT MOVIE	18.6	8,900
16	CBS WEDNESDAY NIGHT MOVIE	18.6	8,900
18	CLASS OF '65	18.6	8,890
19	ONE DAY AT A TIME	18.5	8,840
20	FAMILY	18.2	8,700
21	ABC FRIDAY NIGHT MOVIE#	18.2	8,680

### WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BOB HOPE SPECIAL(S)	31.8	7,370
2	60 MINUTES	30.7	7,130
3	ALICE	27.6	6,400
4	ALL IN THE FAMILY#	27.5	6,370
5	WALTONS, THE	26.4	6,130
6	HAWAII FIVE-O	25.0	5,790
7	BIG EVENT#	23.8	5,510
8	LIFE-TIMES-GRIZZLY ADAMS#	23.7	5,500
9	BARNABY JONES	23.2	5,380
10	CBS NFL CHAMPIONSHIP POST(S)	23.0	5,330
11	LITTLE HOUSE-PRAIRIE#	22.4	5,200
12	JEFFERSONS, THE	22.0	5,100
13	CAROL BURNETT SHOW	21.9	5,070
14	TOURNAMENT-ROSES PARADE(S)	21.3	4,940
15	ROSE BOWL GAME(S)	21.3	4,930
16	LAVERNE AND SHIRLEY#	21.2	4,910
17	ORANGE BOWL PARADE(S)	20.4	4,740
17	RHODA#	20.4	4,740
19	CBS EVENING NEWS-CRONKITE	20.2	4,680
20	ABC THEATRE(S)	19.7	4,560
21	NBC NIGHTLY NEWS	19.0	4,410
21	ON OUR OWN#	19.0	4,410

### MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	CBS NFL CHAMPIONSHIP GAME(S)	39.1	17,760
2	NFL CHAMPIONSHIP GAME-NBC(S)	39.0	17,750
3	CBS NFL PLAYOFF GAME 1(S)	38.9	17,740
4	CBS NFL PLAYOFF GAME 2(S)	38.8	17,730
5	LAVERNE AND SHIRLEY#	38.7	17,720
6	CBS NFL PLAYOFF POST 1(S)	38.6	17,710
7	CBS NFL CHAMPIONSHIP POST(S)	38.5	17,700
8	ROSE BOWL GAME(S)	38.4	17,690
9	ORANGE BOWL GAME(S)	38.3	17,680
10	CBS NFL CHAMPIONSHIP PRE(S)	38.2	17,670
11	HAPPY DAYS	38.1	17,660
12	CBS NFL PLAYOFF POST 2(S)	38.0	17,650
13	COTTON BOWL GAME(S)	37.9	17,640
14	FISH(S)	37.8	17,630
15	SOAP	37.7	17,620
16	60 MINUTES	37.6	17,610
17	ABC THEATRE(S)	37.5	17,600
18	THREE'S COMPANY	37.4	17,590
19	CBS NFL PLAYOFF PRE(S)	37.3	17,580
20	ABC MONDAY NIGHT MOVIE#	37.2	17,570
21	BIG EVENT#	37.1	17,560
22	ALL IN THE FAMILY#	37.0	17,550
23	LOU GRAN	36.9	17,540
24	ABC WEDNESDAY NIGHT MOVIE	36.8	17,530
25	ABC FRIDAY NIGHT MOVIE#	36.7	17,520
26	ABC SUNDAY NIGHT MOVIE	36.6	17,510
27	LOVE BOAT	36.5	17,500

### MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	NFL CHAMPIONSHIP GAME-NBC(S)	43.2	7,880
2	CBS NFL CHAMPIONSHIP GAME(S)	39.2	7,140
3	ROSE BOWL GAME(S)	38.7	6,510
4	ORANGE BOWL GAME(S)	38.6	6,500
5	60 MINUTES	38.5	6,490
6	CBS NFL CHAMPIONSHIP POST(S)	38.4	6,480
7	CBS NFL PLAYOFF GAME 2(S)	38.3	6,470
8	COTTON BOWL GAME(S)	38.2	6,460
9	BOB HOPE SPECIAL(S)	38.1	6,450
10	CBS NFL PLAYOFF POST 2(S)	38.0	6,440
11	CBS NFL PLAYOFF GAME 1(S)	37.9	6,430
12	ALICE	37.8	6,420
13	BARNABY JONES	37.7	6,410
14	ALL IN THE FAMILY#	37.6	6,400
15	CBS NFL PLAYOFF POST 1(S)	37.5	6,390
16	HAWAII FIVE-O	37.4	6,380
17	60 MINUTES(S)	37.3	6,370
18	LIFE-TIMES-GRIZZLY ADAMS#	37.2	6,360
19	TOURNAMENT-ROSES PARADE(S)	37.1	6,350
20	CBS NFL CHAMPIONSHIP PRE(S)	37.0	6,340
21	LOU GRAN	36.9	6,330
22	BIG EVENT#	36.8	6,320
23	WALTONS, THE	36.7	6,310
24	NFL CHAMPIONSHIP POST-NBC(S)	36.6	6,300
25	NBC NIGHTLY NEWS	36.5	6,290
26	ONE DAY AT A TIME	36.4	6,280
27	ORANGE BOWL PARADE(S)	36.3	6,270
28	FISH(S)	36.2	6,260
29	CAROL BURNETT SHOW	36.1	6,250
30	ON OUR OWN#	36.0	6,240
31	RHODA#	35.9	6,230



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1978 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK # DAY		START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK-ING WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)					
															TOTAL	18-34	18-49	25-34	55-64	55+	TOTAL	18-34	18-49	25-34	55-64	55+	TOTAL FEM.	TOTAL 6-11					
EVENING																																	
ABC FRIDAY NIGHT MOVIE 10 196 A 19.0 31 1385 2323 821 264 892 383 625 500 114^202 797 349 539 492 130^200 258 61^ 376 285																																	
2 FRI. 9.00P 120 ABC FF 99 B 19.2 34 1400 1992 751 277 831 375 596 474 96 184 594 263 418 370 80 130 257 112 310 235																																	
9.00 - 9.30 A 18.5 29 1349 2410 894 256 954 457 677 508 116^222 779 326 540 523 106^171^ 251 54^ 426 301																																	
9.30 - 10.00 A 18.0 29 1312 2345 839 251 912 408 640 490 119^213 774 340 542 474 129^194 277 52^ 382 288																																	
10.00 - 10.30 A 19.9 32 1451 2292 793 282 871 355 610 511 106^186 805 351 530 486 137^211 257 67^ 359 291																																	
10.30 - 11.00 A 19.7 33 1436 2237 764 261 830 322 577 490 108^182 814 363 539 485 144^217 253 68^ 340 263																																	
ABC MINUTE MAGAZINE 1 166 A 18.7 26 1363 1937 569 137^ 643 313 459 336 110^149^ 539 301 370 205 70^155^ 343 183 412 300																																	
2 SUN. 7.58P 1 ABC N 93 B 18.7 26 1363 1937 569 137 643 313 459 336 110 149 539 301 370 205 70 155 343 183 412 300																																	
ABC MONDAY NIGHT MOVIE 1 191 A 19.8 33 1443 2385 837 352 872 324 574 546 93^226 873 298 549 560 134^212 261 82^ 379 276																																	
1 MON. 9.00P 120 ABC FF 99 B 19.8 33 1443 2385 837 352 872 324 574 546 93 226 873 298 549 560 134 212 261 82 379 276																																	
9.00 - 9.30 A 19.2 31 1400 2405 824 347 868 315 548 525 101^245 878 305 534 563 134^226 222 80^ 437 319																																	
9.30 - 10.00 A 20.4 33 1487 2393 840 370 885 347 589 555 88^217 871 304 551 574 137^206 240 77^ 397 291																																	
10.00 - 10.30 A 20.1 34 1465 2417 855 349 885 332 595 565 92^220 877 294 555 560 133^213 293 75^ 362 265																																	
10.30 - 11.00 A 19.6 34 1429 2299 818 332 839 294 558 538 80^216 851 285 547 545 124^193 290 95^ 319 232																																	
ABC NEWS-REASONER/WALTERS 70 189 194 A 10.9 19 795 1836 744 246 817 229 393 424 125 296 672 195 318 360 147 275 147 65^ 200 128																																	
M-F 6.30P 30 ABC N 99 99 B 9.9 19 722 1711 695 210 768 234 383 372 119 277 654 207 337 335 142 257 127 54 162 95																																	
ABC NEWSBRIEF-M-F 80 175 178 A 18.4 28 1341 2122 734 276 831 326 549 457 97 222 643 272 427 371 87 157 294 160 354 241																																	
1 M & F 8.58P 1 ABC N 95 96 B 18.9 30 1378 1948 704 266 783 331 524 434 92 197 610 249 397 341 90 162 252 127 303 222																																	
1 TU-TH 9.58P 1 1																																	
1 WED. 8.57P 1 1																																	
2 MON. 8.57P 2 2																																	
2 TU-TH 9.58P 1 1																																	
2 FRI. 8.58P 1 1																																	
ABC NEWSBRIEF-SAT. 16 154 183 A 18.5 34 1349 2332 648 184 709 355 539 441 49^128 667 305 478 438 66^131 432 210 524 417																																	

SAT.	9.58P	1	ABC	N		91	97	B 18.0	32	1312	2141	668	252	749	343	531	434	71	154	659	283	458	391	86	152	322	161	411	316
ABC NEWSBRIEF-SUN.						16	184	A 20.4	29	1487	2133	676	203	761	398	565	435	98	145	606	243	360	349	86	163	319	146	447	300
SUN.	8.58P	1	ABC	N		97	96	B 19.7	29	1436	2199	674	260	752	341	530	431	86	167	700	299	480	411	99	159	284	119	463	325
ABC SATURDAY EVENING NEWS						7	107	A 6.0	12	437	1993	638	243^	688	212^	303^	203^	313^	313^	837	404^	488^	356^	144^	226^	166^	17	302^	213^
1 SAT.	6.30P	30	ABC	N		67		B 5.8	12	423	1677	549	190	594	170	301	268	117	228	790	248^	446	412	158	267	94	27	199	124
ABC SUNDAY NIGHT MOVIE						13	191	A 19.8	33	1443	1850	735	301	805	442	616	468	85	141	722	357	516	470	102	148	209	78^	114	70^
1 SUN.	9.00P	152	ABC	FF		99	99	B 21.7	35	1582	1995	758	295	824	375	595	499	89	167	774	359	572	483	94	146	250	96	147	111
2 SUN.	9.00P	195																											
	9.00 - 9.30							A 22.0	31	1604	2022	756	307	823	443	618	481	89	154	716	344	498	446	114	158	265	112	218	149
	9.30 - 10.00							A 22.0	31	1604	1986	758	317	826	453	627	477	83	147	769	397	552	501	111	153	247	96	144	99
	10.00 - 10.30							A 21.0	32	1531	1873	732	313	801	421	605	464	88	148	754	389	541	489	95	149	215	74^	103	59^
	10.30 - 11.00							A 19.7	32	1436	1780	721	293	787	419	599	452	84	146	718	353	510	481	85	144	192	57^	83	40^
	11.00 - 11.30							A 18.7	35	1363	1712	717	280	809	465	631	473	91	128	691	333	500	475	82	126	154	54^	58^	25^
	11.30 - 12.00							A 14.4	41	1050	1575	717	291	795	502	656	468	65	104^	653	318	483	411	123	162^	127^	56^	17	17
ABC THEATRE(S)						192		A 27.9	40	2034	1945	874	296	994	424	702	570	89	223	586	292	451	338	91	117	253	148	112^	54^
2 MON.	9.00P	120	ABC	GD		99																							
	9.00 - 9.30							A 27.3	38	1990	2051	877	296	990	422	693	558	90	225	649	316	489	355	109	136	253	134	159	71^
	9.30 - 10.00							A 28.5	40	2078	1963	859	283	969	408	699	581	83	206	611	316	489	338	90	114^	260	148	123	62^
	10.00 - 10.30							A 26.3	41	2063	1863	877	288	995	430	698	561	93	233	540	272	421	324	88	110^	241	148	87^	42^
	10.30 - 11.00							A 27.5	42	2005	1898	881	315	1019	440	713	575	92	232	547	270	412	342	83	108^	253	162	79^	37^
ABC WEEKEND NEWS-SATURDAY						14	146	A 8.3	18	605	1666	539	184^	636	336	416	320	51	166^	653	285	450	377	78	136^	204	74^	173^	134^
SAT.	11.00P	15	ABC	N		92	94	B 7.7	17	561	1659	641	247	705	274	455	383	86	189	692	309	495	374	78	147	166	75	96	71
ABC WEEKEND NEWS-SUNDAY						13	153	A 6.4	19	467	1645	558	249^	663	315	475	464	74	96^	623	286	436	537	32	56^	267	172^	92^	46^
1 SUN.	11.32P	15	ABC	N		97	97	B 6.0	15	437	1629	673	215	756	300	500	425	106	194	681	262	459	421	84	145	131	59	61	37
2 SUN.	12.15A	15																											
ALICE						11	199	A 25.6	37	1866	2033	842	335	925	309	502	459	146	344	720	214	403	372	113	258	222	131	166	132
1 SUN.	9.49P	30	CBS	CS		99	99	B 24.4	36	1779	1965	792	288	890	292	491	444	142	319	688	224	379	346	106	248	207	105	180	127
2 SUN.	9.30P	30																											
ALL IN THE FAMILY						12	201	A 26.0	35	1895	2141	819	306	916	325	511	450	171	336	708	282	402	392	141	239	288	185	229	188
2 SUN.	9.00P	30	CBS	CS		99		B 25.3	37	1844	1979	793	295	899	293	485	433	147	335	688	233	372	336	113	253	212	119	180	134



PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	TYPE	PROG. #	WK 1	WK 2	KEY	AVG. AUD. SHARE		TOTAL PERSONS (2+)	LADY HOUSE	WORK-ING WOM.	WOMEN					MEN					TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11							
										%	% (0,000)				TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54			55-64	55+					
EVENING CONTD																																	
BARETTA-11:30PM										A	7.6	28	554	1572	683	220	728	240	429	388	150^213^	480	249	286	213^	88^143^	184^114^	180^180^					
1	FRI.	12.41A	66	ABC	OP		14	160	157	B	7.3	24	532	1528	668	191	718	253	452	394	90	205	534	239	394	321	56	105	186	91	90	79	
2	FRI.	11.30P	65							A	10.3	28	751	1550	593	219^	686	227^	322	312^	138^229^	515	307^	338	206^	96^177^	198^66^	151^151^					
		11.30 - 12.00								A	9.4	29	685	1473	719	250^	763	265^	423	293^	183^280^	434	206^	278^143^	93^156^	142^55^	134^134^						
		12.00 - 12.30								A	5.6	27	408	1676	784	221^	784	270^	566^620	117^117^	468^255^	255^266^	91^91^	210^210^	214^214^								
		1.00 - 1.30																															
BARETTA										A	13.2	22	962	1721	696	228^	745	298	513	420	93^192^	520	222^	303	281	86^158^	274	76^	182^110^				
2	WED.	10.00P	60	ABC	OP		10	199	99	B	18.2	31	1327	1756	709	283	776	337	558	444	90	169	584	237	382	332	84	149	254	120	142	110	
		10.00 - 10.30								A	14.0	23	1021	1740	720	249	773	315	534	447	94^190^	505	214^	282	265	88^165^	278	89^	184^107^				
		10.30 - 11.00								A	12.5	22	911	1675	661	202^	705	273	481	387	91^193^	531	226^	322	295	81^151^	267	61^	172^108^				
BARNABY JONES										A	22.2	38	1618	1851	810	263	866	239	452	464	143	333	681	157	302	333	134	289	147	43^	157	112	
	THU.	10.00P	60	CBS	PD		14	186	192	B	20.4	36	1487	1702	781	253	857	257	473	453	141	302	618	169	314	315	110	241	120	57	107	74	
		10.00 - 10.30								A	22.1	37	1611	1877	823	266	878	242	445	458	151	349	678	152	298	336	135	291	153	53^	168	118	
		10.30 - 11.00								A	22.2	39	1618	1824	799	260	856	236	460	472	137	318	684	161	303	330	132	288	140	33^	144	107	
BARNEY MILLER										A	23.4	36	1706	2065	685	299	744	281	498	458	85	172	663	287	421	374	115	182	310	149	348	237	
	THU.	9.00P	30	ABC	CS		14	194	192	B	21.3	34	1553	1861	688	274	755	296	510	447	89	184	599	257	395	337	93	150	256	120	251	180	
BETTY WHITE SHOW										A	15.0	21	1094	1774	788	240	833	315	418	451	147^290	636	300	369	321	112^199^	196^109^	109^85^					
2	MON.	9.30P	30	CBS	CS		2	179	98	B	16.0	23	1166	1734	705	234	789	317	465	452	111	233	571	232	336	286	76	172	205	103	169	136	
BIG EVENT										A	23.1	34	1684	2039	853	314	921	279	548	512	125^326	750	304	463	392	130^222	197	72^	171	91^			
2	SUN.	9.30P	90	NBC	FV		15	206	99	B	19.9	31	1451	1958	788	308	878	355	568	486	111	233	704	301	462	415	96	178	194	94	182	127	
		9.30 - 10.00								A	22.7	31	1655	2088	852	327	921	276	547	509	117^328	741	309	466	364	135^210	211	67^	215	133^			
		10.00 - 10.30								A	24.0	35	1750	2053	856	319	923	285	554	515	121^322	757	299	468	410	130^226	203	79^	170	86^			
		10.30 - 11.00								A	22.6	37	1648	1971	850	295	915	276	537	503	138^331	745	298	448	398	130^230	181	71^	130^57^				
BIONIC WOMAN										A	17.5	29	1276	2045	729	229	777	289	483	397	70^235	699	292	417	397	112^194	191	76^	378	249			

2 SAT.	8.00P	60	NBC	A		99	B 17.2 32 1254	2203 699 253	779 284 464 406	134 248	674 232 381 368	128 229	217 100	533 350
	8.00 - 8.30						A 16.1 27 1174	2036 728 222	773 279 464 383	65^244	739 291 442 419	108^191^	178^ 66^	346 234
	8.30 - 9.00						A 19.0 32 1385	2038 728 234	777 298 495 405	72^227	658 291 391 375	114^194	200 84^	403 260
BLACK SHEEP SQUADRON														
WED.	9.00P	60	NBC	A	3 203 199	99 98	A 16.2 25 1181	1817 657 233	691 185 363 365	138 257	779 294 447 403	136 249	202 84^	145 99^
	9.00 - 9.30						B 16.4 25 1196	1828 635 237	682 200 368 344	127 248	777 293 466 417	126 234	214 77	155 111
	9.30 - 10.00						A 15.9 25 1159	1818 662 238	702 185 362 357	145 271	773 293 440 398	133 249	200 86^	143 96^
							A 16.6 26 1210	1798 646 223	674 181 361 367	131 243	780 294 449 405	138 246	199 80^	145 104
BOB HOPE SPECIAL(S)														
2 SUN.	8.00P	90	NBC	CV		207 99	A 25.2 34 1837	2039 872 307	928 173 439 465	141 400	742 237 400 338	137 281	210 86^	159 103^
	8.00 - 8.30						A 25.0 35 1823	2040 852 304	922 161 421 448	139 406	743 229 386 341	147 298	192 94^	183 134
	8.30 - 9.00						A 27.2 37 1983	2018 893 306	949 184 456 480	143 402	718 204 379 333	133 286	214 91^	137 88^
	9.00 - 9.30						A 23.4 31 1706	2064 866 311	910 177 439 465	144 394	770 284 437 343	128^254	224 73^	160 92^
BOB NEWHART SHOW														
SAT.	8.00P	30	CBS	CS	13 166 195	94 98	A 15.4 28 1123	2021 812 295	867 243 425 399	161 371	692 257 392 348	148 243	176 83^	286 202
							B 15.7 29 1145	1921 790 283	857 256 435 386	151 353	653 242 379 328	94 215	148 75	263 167
CAROL BURNETT SHOW														
1 SUN.	10.19P	60	CBS	CV	4 193 194	99 99	A 21.6 34 1575	1909 823 298	878 284 473 446	144 323	649 216 372 326	102 222	270 138	112 93
2 SUN.	10.00P	60	CBS	CV			B 19.9 31 1451	1922 787 272	857 262 458 436	135 313	671 215 363 325	105 248	247 131	147 121
	10.00 - 10.30						A 22.6 33 1648	1956 808 324	872 283 481 454	145 303	652 251 364 327	97^221	337 165	95^ 82^
	10.30 - 11.00						A 21.0 34 1531	1936 833 297	894 294 484 455	141 329	650 211 375 322	104 228	282 148	110 92
CARTER ABROAD-ASSESSMENT(S)														
2 FRI.	11.30P	30	NBC	N		214 99	A 10.3 28 751	1521 769 342	857 334 530 465	119^285^	519 181^ 308^323	64^161^	71^ 32^	74^ 22^
CARTER COUNTRY														
THU.	9.30P	30	ABC	CS	14 193 190	98 99	A 20.9 33 1524	2006 657 287	710 261 467 423	101 179	707 305 462 407	120 181	283 117	306 190
							B 19.2 30 1400	1771 661 262	714 275 485 427	95 175	627 267 418 354	95 156	236 103	194 145
CARTER IN MIDEAST(S)														
2 WED.	11.30P	30	ABC	N		181 99	A 6.1 21 445	1391 511^146^	585 150^ 310^306^	38^206^	497^267^ 267^123^	79^214^	201^ 23^	108^ 108^
CARTER TRIP-FRI(S)														
1 FRI.	11.30P	30	CBS	N		159 94	A 6.4 17 467	1610 620 148^	643 177^ 396^376^	133^207^	671 191^ 396^410^	202^232^	137^ 47^	159^ 159^
CARTER TRIP-MON(S)														
2 MON.	11.30P	29	CBS	N		177 96	A 5.5 14 401	1646 606 157^	606 113^ 283^378^	180^228^	855 391^ 505^562^	159^177^	185^185^	LT LT

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1978 REPORT

PROGRAM NAME											T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
																	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
																	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	ING	TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TOTAL
EVENING CONT'D																																						
CARTER TRIP-WED.(S)													177	A	7.2	25	525	1558	649	253	670	313	422	412	108	178	626	233	369	330	134	184	208	44	54	LT		
2 WED. 11.30P													95																									
CARTER TRIP-THU.(S)													177	A	6.5	21	474	1409	749	223	761	167	405	454	162	250	583	95	321	321	179	262	36	LT	29	LT		
2 THU. 11.30P													96																									
CARTER TRIP-FRI.(S)													170	A	8.4	23	612	1317	656	212	656	274	396	399	89	212	608	326	426	320	68	150	35	LT	18	18		
2 FRI. 11.30P													94																									
CBS EVENING NEWS-CRONKITE											70	199	198	A	15.4	28	1123	1725	710	227	780	143	309	305	147	418	762	214	386	366	136	293	97	42	86	60		
1 MON. 5.00P											30	CBS	N	97	99	B	14.9	29	1086	1666	710	217	781	163	310	315	167	408	672	164	304	312	123	293	82	44	131	78
1 TU-F 6.30P											30																											
2 M-F 6.30P											30																											
CBS EVENING NEWS											7	120		A	8.4	14	612	1822	737	319	835	276	339	355	181	434	866	317	432	324	177	367	60	31	61	16		
2 SUN. 6.45P											15	CBS	N	63		B	9.1	17	663	1744	747	227	823	188	312	309	171	450	727	213	330	296	162	347	53	25	141	59
CBS FRIDAY NIGHT MOVIE											9	182	182	A	21.0	35	1531	2008	678	283	755	351	522	421	109	189	610	269	433	357	79	145	262	115	381	261		
FRI. 9.00P											120	CBS	FF	99	98	B	16.8	28	1225	1967	729	263	791	336	525	424	128	221	653	279	458	397	93	154	217	89	306	210
9.00 - 9.30														A	21.3	35	1553	1995	656	244	728	319	481	403	110	199	575	229	397	347	80	142	256	116	436	279		
9.30 - 10.00														A	20.5	34	1494	1954	649	270	729	344	496	399	111	186	594	264	428	360	80	138	252	116	379	250		
10.00 - 10.30														A	21.0	35	1531	2011	687	299	764	366	541	430	105	187	617	286	447	360	76	140	264	111	366	265		
10.30 - 11.00														A	21.3	36	1553	2060	714	313	793	373	566	456	111	181	648	296	461	363	80	152	275	116	344	245		
CBS NFL CHAMPIONSHIP POST(S)											196			A	28.4	43	2070	1991	717	261	753	281	434	400	104	257	953	362	605	541	132	287	130	52	155	93		
1 SUN. 8.41P											8	CBS	SC	94																								
CBS NFL PLAYOFF GAME 2(S)											199			A	27.3	46	1990	2028	550	199	570	201	311	282	98	213	1180	497	770	711	152	274	179	57	99	89		
1 MON. 6.00P											164	CBS	SE	94		A	24.4	44	1779	1922	494	189	517	150	275	255	87	212	1165	490	759	703	171	279	162	41	78	69
6.00 - 6.30																																						

6.30 - 7.00											A	27.0	47	1968	1945	490	165	504	174	265	235	101	214	1194	523	805	704	150	269	166	37	81	71	
7.00 - 7.30											A	27.7	47	2019	1961	524	208	531	174	272	255	104	210	1174	506	782	715	142	259	168	46	88	88	
7.30 - 8.00											A	29.0	48	2114	2156	595	222	626	233	343	306	104	227	1185	514	788	736	149	252	220	91	127	105	
8.00 - 8.30											A	28.1	45	2048	2093	597	205	620	239	358	320	94	199	1177	480	745	714	149	279	186	67	110	96	
CBS NFL PLAYOFF POST 2(S)											A	21.8	35	1589	2015	613	162	641	232	363	328	93	220	1088	368	644	628	149	325	182	61	104	104	
1 MON. 8.44P 16 CBS SC																																		
CBS REPORTS(S)											A	11.0	17	802	1480	752	245	780	166	314	339	151	358	615	124	284	299	158	263	60	21	25	25	
1 TUE. 8.00P 60 CBS DN																																		
8.00 - 8.30											A	11.1	18	809	1402	717	224	749	161	292	317	147	348	616	117	291	297	160	270	37	20	LT	LT	
8.30 - 9.00											A	10.9	17	795	1547	783	262	806	168	335	357	157	369	613	130	277	300	157	256	81	21	47	47	
CBS SAT. NEWS-SCHIEFFER											A	10.7	21	780	1799	763	335	826	180	304	318	166	434	732	214	324	317	183	322	67	31	174	64	
SAT. 6.30P 30 CBS N											B	10.7	22	780	1707	728	217	787	181	295	287	195	424	688	178	301	301	160	329	82	47	150	83	
CBS SUNDAY NEWS-BRADLEY											A	8.5	17	620	1706	652	252	691	210	348	310	200	306	764	254	428	370	142	273	144	98	107	107	
1 SUN. 11.19P 15 CBS N											B	7.8	17	569	1554	701	222	742	220	383	348	147	300	674	194	331	318	110	283	95	56	43	38	
2 SUN. 11.00P 15																																		
CBS WEDNESDAY NIGHT MOVIE											A	22.1	36	1611	1949	739	271	798	363	552	442	106	186	682	337	470	395	96	158	245	80	224	150	
WED. 9.00P 120 CBS FF											B	18.3	30	1334	1782	727	271	798	311	532	455	112	201	640	271	431	363	95	157	202	90	142	101	
9.00 - 9.30											A	20.5	32	1494	1944	746	267	799	325	517	449	128	216	651	294	422	385	109	177	224	90	270	194	
9.30 - 10.00											A	21.3	33	1553	1941	720	276	796	353	542	439	109	194	668	328	449	392	97	161	227	76	250	170	
10.00 - 10.30											A	23.8	39	1735	1944	747	270	799	389	574	443	95	165	680	342	478	401	93	147	265	80	200	126	
10.30 - 11.00											A	22.8	39	1662	1958	741	267	791	378	572	444	91	161	718	376	523	402	88	146	265	71	184	113	
CHARLIE'S ANGELS											A	21.5	34	1567	1982	645	224	723	285	458	404	105	202	541	208	337	325	78	149	338	181	380	305	
1 WED. 9.00P 120 ABC PD											B	25.2	40	1837	1966	718	274	790	358	550	458	85	177	567	234	374	324	77	144	309	160	300	233	
2 WED. 9.00P 60																																		
9.00 - 9.30											A	21.1	33	1538	1886	622	230	792	292	440	379	102	202	503	188	303	288	81	151	306	172	375	296	
9.30 - 10.00											A	21.7	34	1582	1923	651	232	729	283	460	400	102	208	531	208	323	319	79	154	325	183	338	269	
10.00 - 10.30											A	22.3	36	1626	2137	659	226	733	269	472	441	109	196	589	224	376	370	73	145	377	182	438	354	
10.30 - 11.00											A	21.5	37	1567	2079	650	190	719	281	457	410	108	195	572	215	377	364	69	133	383	194	405	332	
CHICO AND THE MAN											A	13.0	21	948	1834	728	250	797	222	410	368	143	319	682	222	341	339	121	249	115	43	240	176	
FRI. 8.30P 30 NBC CS											B	13.3	23	970	1796	735	217	803	180	349	341	149	370	647	176	288	271	140	291	124	65	222	158	



### PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1978 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																	
																	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	START DAY	TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY OF THE HOUSE	WORK- ING WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)							
									%	%	(0,000)				TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TOTAL FEM.	TOTAL 6-11						
EVENING CONT'D																																		
CHIPS																																		
THU. 8.00P 60 NBC OP 13 186 198 A 17.5 27 1276 2042 674 243 724 269 453 407 193 226 670 256 397 392 139 206 242 101 406 277																																		
8.00 - 8.30 B 16.0 26 1166 2033 670 230 740 246 441 397 116 248 710 246 419 407 138 224 224 84 359 248																																		
8.30 - 9.00 A 17.1 27 1247 2034 688 242 730 260 454 411 143 236 672 243 383 390 145 216 226 94^ 406 270																																		
A 18.0 28 1312 2029 661 242 714 276 450 400 120 215 666 266 408 394 128 195 248 104 401 284																																		
CLASS OF '65																																		
THU. 10.00P 60 NBC GD 4 191 201 A 19.0 33 1385 1908 828 287 883 454 641 480 75^170 571 283 412 389 78^113 285 182 169 124																																		
10.00 - 10.30 B 19.9 34 1451 1775 803 287 875 439 625 474 71 181 547 261 387 346 71 121 231 153 122 88																																		
10.30 - 11.00 A 19.0 32 1385 1906 827 283 877 436 638 484 68^166 555 273 399 370 74^116 280 174 194 142																																		
A 19.1 34 1392 1894 823 291 885 466 640 475 82^175 583 294 426 402 81^109 284 188 142 102																																		
C.P.O. SHARKEY																																		
FRI. 8.00P 30 NBC CS 8 170 187 A 15.9 27 1159 1852 737 176 804 230 419 364 117 315 687 215 360 343 113 259 150 63^ 211 170																																		
B 15.0 26 1094 1857 717 182 777 203 370 342 130 333 699 208 338 301 154 292 146 67 235 176																																		
DONNY AND MARIE																																		
FRI. 8.00P 60 ABC GV 12 191 203 A 18.2 30 1327 2167 814 268 888 334 503 448 98 312 572 226 330 310 89^199 211 111 496 344																																		
8.00 - 8.30 B 19.5 34 1422 2164 748 260 842 301 489 427 123 281 522 191 314 284 89 171 251 143 549 380																																		
8.30 - 9.00 A 17.6 29 1283 2160 798 276 877 313 484 430 97 326 560 214 307 299 84^205 214 117 509 347																																		
A 18.9 31 1378 2152 823 258 888 348 514 458 97 297 579 232 346 321 90 194 206 102 479 340																																		
FAMILY																																		
TUE. 10.00P 60 ABC GD 13 192 192 A 20.2 34 1473 1874 719 316 821 395 592 457 98 171 532 219 363 304 86 129 261 175 260 196																																		
10.00 - 10.30 B 19.9 33 1451 1778 800 288 887 428 642 486 94 197 481 229 357 302 51 92 243 159 167 128																																		
10.30 - 11.00 A 20.0 33 1458 1888 727 309 832 394 604 461 94 171 542 221 370 302 85 134 248 165 266 192																																		
A 20.3 35 1480 1861 712 323 809 394 577 456 100 171 520 218 354 305 85 123 276 187 256 202																																		
FISH(S)																																		
2 TUE. 8.30P 30 ABC CS 201 99 A 32.8 47 2391 2166 667 280 752 369 524 396 93^180 620 280 418 370 89^150 314 167 480 335																																		
FITZPATRICKS, THE																																		
2 TUE. 8.00P 60 CBS GD 10 178 A 12.6 18 919 1831 667 399 835 251^ 414 377 121^348 526 225^ 299 258 114^189^ 154^ 90^ 316 221^																																		
8.00 - 8.30 B 11.3 17 824 1799 709 254 791 237 388 331 171 345 500 163 252 221 113 205 210 123 298 190																																		
A 11.0 16 802 1813 683 371 838 211^ 379 355 132^390 548 221^ 299 252^ 109^189^ 127^ 80^ 300 221^																																		

8.30 - 9.00				A 14.1 20 1028	1849	655	421	833	283	441	395	113^315	510	229	300	265	116^188^	177^ 98^	329	221^
FOUR FEATHERS(S)				A 18.4 28 1341	2011	733	288	893	374	583	515	92^187	833	318	525	519	104^207	147^ 89^	138^	78^
1 SUN. 9.00P 120 NBC A																				
9.00 - 9.30				A 16.1 24 1174	2087	784	304	937	380	601	526	104^198^	812	334	536	519	107^180^	155^103^	183^	89^
9.30 - 10.00				A 17.9 27 1305	2084	772	282	917	362	587	542	100^192	846	342	542	521	104^200	161^107^	160^	83^
10.00 - 10.30				A 19.5 30 1422	1995	712	286	880	381	581	513	85^179	844	317	531	536	104^210	146^ 82^	125^	77^
10.30 - 11.00				A 19.9 32 1451	1918	680	287	857	377	573	489	86^184	833	292	499	509	109^232	131^ 68^	97^	65^
GATOR BOWL FOOTBALL GAME(S)				A 14.1 26 1028	1718	585	186^	615	225^	400	354	60^169^	902	251	522	507	143^282	114^ 49^	87^	77^
1 FRI. 9.00P 190 ABC SE																				
9.00 - 9.30				A 14.8 26 1079	1677	651	205^	693	232	428	404	72^196^	820	203^	436	454	124^282	69^ 27^	95^	72^
9.30 - 10.00				A 15.4 26 1123	1647	593	196^	628	210	368	342	70^203^	856	225	468	456	131^300	76^ 28^	87^	74^
10.00 - 10.30				A 15.4 27 1123	1698	537	173^	557	166^	326	339	50^172^	958	245	547	548	150^306	107^ 48^	76^	62^
10.30 - 11.00				A 13.6 24 991	1688	540	182^	559	172^	339	334	59^166^	944	243	540	532	170^304	110^ 58^	75^	65^
11.00 - 11.30				A 14.6 28 1064	1733	545	170^	568	244	414	347	64^126^	910	296	570	509	147^257	171^ 65^	84^	84^
11.30 - 12.00				A 12.0 28 875	1783	635	180^	658	314	512	378	44^128^	915	291	567	536	136^236^	118^ 52^	92^	92^
GOOD TIMES				A 18.4 29 1341	2000	698	295	826	296	428	354	126^318	550	192	312	272	110^198	232 134^	392	332
2 WED. 8.00P 30 CBS C5				B 17.7 29 1290	2017	714	267	814	284	449	361	119 310	571	222	349	281	80 179	253 120	379	272
HAPPY DAYS				A 33.1 51 2413	2361	707	273	796	392	574	453	92 175	638	305	449	390	68 137	347 189	580	377
TUE. 8.00P 30 ABC C5				B 31.5 50 2296	2263	700	264	789	377	561	434	84 172	578	286	415	335	63 118	338 182	558	382
HARDY BOYS/NANCY DREW				A 16.2 24 1181	2106	622	159	693	312	474	375	116 175	520	208	311	246	106 169	365 213	528	358
SUN. 7.00P 60 ABC 5M				B 16.6 27 1210	2235	618	248	710	299	465	360	90 192	588	244	400	331	92 141	372 202	565	391
7.00 - 7.30				A 15.2 23 1108	2110	626	156	700	320	477	372	112 181	508	190	299	254	103^188	362 216	540	358
7.30 - 8.00				A 17.2 25 1254	2092	615	158	680	297	468	376	117 168	523	221	316	236	105 166	371 212	518	357
HAWAII FIVE-O				A 21.9 34 1597	1927	806	287	891	266	432	441	147 363	672	183	328	370	112 264	154 54^	210	148
THU. 9.00P 60 CBS OP				B 19.9 31 1451	1773	768	256	851	241	407	402	162 357	665	181	326	335	114 266	112 47	145	101
9.00 - 9.30				A 21.3 33 1553	1944	799	277	890	266	428	433	150 367	675	179	329	372	112 264	154 49^	225	153
9.30 - 10.00				A 22.5 35 1640	1903	809	295	887	265	432	446	146 357	669	188	327	364	112 264	153 59^	194	140
JAMES AT 15				A 15.0 23 1094	2061	720	256	781	355	524	394	118 214	497	278	379	322	78^105^	388 196	395	292
THU. 9.00P 60 NBC GD				B 13.3 21 970	2004	701	245	783	336	523	403	114 216	589	272	398	325	90 156	322 145	310	238
CONT'D																				

## 18 PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1978 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE		AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)											
													TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11											
EVENING CONT'D																																					
JAMES AT 15-CONT'D																																					
9.00 - 9.30															A	14.8	23	1079	2090	722	248	786	357	516	378	123	228	489	280	370	307	88^109^	385	197	430	309	
9.30 - 10.00															A	15.3	24	1115	2009	715	261	772	352	527	404	112	201	496	275	383	329	67^101^	384	191	357	273	
JEFFERSONS, THE															A	19.2	34	1400	1846	725	261	810	240	386	355	156	363	574	197	321	278	109	222	169	69^	293	201
SAT. 9.00P 30 CBS CS															B	18.0	31	1312	1861	760	270	843	264	426	366	153	358	583	192	326	290	82	211	168	81	267	180
KOJAK															A	14.3	27	1042	1580	706	226	747	181	366	384	145	311	666	171	346	362	137	261	92^	23^	75^	61^
SAT. 10.00P 60 CBS OP															B	14.7	27	1072	1677	718	213	772	215	383	364	150	326	657	178	328	339	137	258	136	59	112	93
10.00 - 10.30															A	14.2	26	1035	1522	686	216	729	177	344	357	154	318	636	164	332	343	140	251	86^	20^	71^	60^
10.30 - 11.00															A	14.4	27	1050	1628	725	233	762	186	387	409	135	303	690	176	358	380	135	268	98^	25^	78^	63^
LATE MOVIE I															A	6.4	28	467	1525	595	197	664	293	441	320	116^187	587	285	390	311	95^133	223	101^	51^	35^		
1 MON. 12.00M 129 CBS FF															B	6.3	25	459	1418	667	240	727	271	447	366	121	216	568	227	362	321	76	152	97	43	26	19
1 TUE. 11.30P 121																																					
1 WED. 11.30P 70																																					
1 THU. 11.30P 137																																					
1 FRI. 12.00M 40																																					
2 MON. 11.59P 101																																					
2 TUE. 11.30P 104																																					
2 WED. 12.00M 69																																					
2 THU. 11.56P 102																																					
2 FRI. 12.00M 36																																					
11.30 - 12.00															A	7.4	22	539	1501	634	211	716	287	480	331	119	209	549	224	320	300	86^168	155	56^	81^	60^	
12.00 - 12.30															A	6.5	24	474	1637	652	225	716	321	485	357	112^192	636	293	422	358	97^147	231	113^	54^	39^		
12.30 - 1.00															A	6.1	31	445	1557	587	198	679	302	421	291	141	216	625	317	418	328	97^123^	225	89^	28^	18^	
1.00 - 1.30															A	6.4	42	467	1398	533	165	585	251	388	298	102^169	543	267	350	274	102^120^	238	105^	32^	LT		
1.30 - 2.00															A	5.7	50	416	1048	330^	75^	459^322^	322^	200^	62^	62^	204^170^	170^	LT	LT	34^	34^	385^216^	LT	LT		

LATE MOVIE II										37	165	167	A	5.4	33	394	1355	464	167	469	210	309	264	87^120^	582	405	489	297	69^ 73^	227	120^	77^	33v			
1	WED.	12.40A	72	CBS	FF					92	91	B	4.7	27	343	1302	578	212	604	247	392	323	95	159	558	241	384	340	75	119	105	58	35	23		
1	FRI.	12.40A	52																																	
2	TUE.	1.14A	28																																	
2	WED.	1.09A	56																																	
2	FRI.	12.36A	125																																	
		12.30 -	1.00									A	6.4	28	467	1574	514	242	512	247	379	285	73^117^	630	362	493	372	80^102^	316	194	116^	62^				
		1.00 -	1.30									A	5.6	31	408	1355	465	154	463	204	301	284	83^108^	539	366	442	281	69^ 69^	269	164	84^	32v				
		1.30 -	2.00									A	5.0	37	365	1337	543	189	543	269	368	362	76^118^	629	473	561	332	54^ 54^	129^	46^	36v	20v				
		2.00 -	2.30									A	5.7	43	416	1137	407^	163^	407^163^	231^135v	142^142v		484^419^	436^181^	48^ 48v	148^ 19v					90v	55v				
LAVERNE AND SHIRLEY										12	212	A	33.6	52	2449	2512	731	282	819	369	565	457	100	201	739	374	553	435	63^136	347	204	607	379			
1	TUE.	8.30P	30	ABC	CS					99		B	32.2	50	2347	2233	726	276	820	391	583	442	82	181	574	279	416	339	60	116	328	179	511	355		
LIFE-TIMES-GRIZZLY ADAMS										9	211	A	19.1	29	1392	2094	821	243	896	237	396	389	155^396	680	207	312	322	139^289	181	76^	337	209				
2	WED.	8.00P	60	NBC	A					99		B	17.6	29	1283	2017	752	227	821	218	373	377	149	353	651	218	343	323	111	250	164	61	381	227		
		8.00 -	8.30									A	17.4	27	1268	2084	816	225	892	225	371	373	160^412	687	212	306	308	142^302	180^ 71^	325	206					
		8.30 -	9.00									A	20.8	31	1516	2094	822	256	896	247	415	400	151^379	670	201	312	330	135^279	183	78^	345	213				
LITTLE HOUSE-PRAIRIE										14	205	A	16.6	26	1210	2078	851	239	946	239	401	372	164^430	576	110^	258	247	127^304	133^102^	423	214					
1	MON.	8.00P	60	NBC	GD					99		B	22.1	34	1611	2004	797	245	904	268	457	409	152	361	541	154	276	266	107	223	197	115	362	228		
		8.00 -	8.30									A	15.6	25	1137	1997	851	241	931	228	380	334	175^459	535	88^	212	210	125^313	114^ 84^	417	199^					
		8.30 -	9.00									A	17.5	27	1276	2150	851	235	959	249	419	408	153^405	608	129^	297	280	127^292	151^119^	432	227					
LOGAN'S RUN										6	189	A	12.2	17	889	1804	543	248^	592	303	357	280	124^186^	483	247^	328	285	92^130^	289	163^	440	285				
2	MON.	8.00P	60	CBS	SF					99		B	15.2	23	1108	2118	635	235	692	343	474	369	99	173	653	303	456	394	97	146	259	115	514	336		
		8.00 -	8.30									A	11.3	16	824	1799	544	238^	589	288	330	268^	135^205^	502	250^	333	282^	101^144^	280^153^	428	277^					
		8.30 -	9.00									A	13.2	18	962	1778	533	250	585	311	373	284	116^168^	457	242^	319	280	84^114^	290	168^	446	286				
LOU GRANT										15	198	A	22.4	38	1633	1930	783	295	855	320	525	472	114	257	772	277	467	423	114	232	219	122	84	55^		
TUE.	10.00P	60	CBS	GD						99	98	B	17.8	30	1298	1713	733	277	806	285	492	452	109	240	668	264	413	360	87	202	169	72	70	44		
	10.00 -	10.30										A	22.6	37	1648	1924	782	300	850	327	533	481	111	246	758	275	450	407	112	235	224	126	92	57^		
	10.30 -	11.00										A	22.3	39	1626	1918	779	289	850	309	513	460	117	265	773	276	477	433	116	225	217	117	78	51^		
LOVE BOAT										12	158	A	20.4	38	1487	2280	721	264	787	395	582	461	75^164	663	335	497	399	84	125	365	185	465	348			
SAT.	10.00P	60	ABC	CS						92	99	B	20.5	37	1494	2092	711	281	798	383	590	483	76	145	632	298	463	385	77	125	315	159	347	276		
CONT'D																																				



10.30 - 11.00				A 13.7 24 999	1714 749 251	812 312 545 483	94^190^	580 156^ 307 383	84^185^	153^ 95^	169^ 90^
NBC	LATE NIGHT MOVIE	14	115 120	A 5.3 16 386	1769 650 254^	848 372 618 414	58^211^	827 460 690 497	57^104^	94^ 48^	LT LT
	SUN. 11.30P	60 NBC FF	73 73	B 4.4 17 321	1528 678 242	741 293 483 416	82 169	712 339 531 425	70 113	62 34	LT LT
	11.30 - 12.00			A 5.3 14 386	1741 656 241^	794 317 536 418	54^216^	811 404 653 514	83^130^	136^ 67^	LT LT
	12.00 - 12.30			A 5.3 18 386	1785 642 256^	894 418 689 409	59^205^	840 510 721 480	30^ 78^	51^ 31^	LT LT
NBC MONDAY NIGHT MOVIES				A 20.4 34 1487	2101 885 278	1004 374 567 549	141^292	743 317 483 409	112^210	226 127^	128^ 71^
1	MON. 9.00P	120 NBC FF	99	B 22.3 35 1626	1792 811 303	910 354 575 494	120 251	575 233 368 321	95 166	178 94	129 89
	9.00 - 9.30			A 19.6 31 1429	2195 871 259	955 283 472 576	147^307	746 283 472 439	108^217	334 220	160^ 111^
	9.30 - 10.00			A 20.1 32 1465	1992 862 265	948 283 484 573	144^301	703 281 426 389	107^217	220 132^	121^ 61^
	10.00 - 10.30			A 21.2 36 1545	2119 904 282	1045 441 629 534	140^284	771 358 525 402	117^206	187 83^	116^ 59^
	10.30 - 11.00			A 20.5 35 1494	2113 904 299	1071 481 676 516	142^281	759 344 507 412	121^208	172 79^	111^ 52^
NBC NEWS UPDATE-M-F				A 15.3 24 1115	1964 742 267	831 261 432 407	139 306	706 232 376 361	146 270	155 69	272 166
1	MTHF 8.58P	1 NBC N	93 95	B 16.4 26 1196	1940 722 236	803 254 429 391	132 301	652 217 359 335	119 239	177 80	308 203
1	TUE. 8.55P										
1	WED. 8.57P										
2	MON. 10.03P										
2	TUE. 9.00P										
2	W & TH 8.58P										
2	FRI. 8.57P										
NBC NEWS UPDATE-SAT.				A 14.5 26 1057	2076 732 259	816 220 384 351	151 361	712 245 349 309	139 311	245 96^	303 180
	SAT. 8.58P	1 NBC N	14 190 192	B 17.1 30 1247	2060 709 246	785 261 430 391	147 283	730 244 398 375	148 266	175 79	370 249
NBC NEWS UPDATE-SUN.				A 17.7 25 1290	2126 754 301	836 245 464 449	132 300	750 319 478 398	121 214	232 77^	308 178
1	SUN. 8.58P	1 NBC N	14 192 194	B 18.5 27 1349	2181 728 256	810 312 502 436	111 238	720 317 476 416	94 181	226 107	425 272
2	SUN. 9.28P										
NBC NIGHTLY NEWS-SAT.				A 8.0 16 583	1564 627 178^	683 115^ 189^230	122^410	774 187^ 298 318	112^386	56^ 15^	51^ 29^
	SAT. 6.30P	30 NBC N	13 132 149	B 8.3 17 605	1673 743 194	798 134 276 295	134 443	664 167^ 273 271	126 330	96 59	115 85
NBC NIGHTLY NEWS-SUN.				A 8.6 14 627	1604 616 242	735 126^ 220 226	125^446	729 166^ 302 325	116^368	43^ LT	97^ 86^
	SUN. 6.30P	30 NBC N	8 143 145	B 7.3 13 532	1740 715 215	785 141 241 261	131 470	736 160 306 289	165 381	63 14	156 99
NBC NIGHTLY NEWS CONT'D				A 13.7 24 999	1733 745 177	792 168 290 286	127 442	709 189 295 267	132 359	82 42^	150 90



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1978 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		K E Y		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
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																		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK- ING OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					

12.00 - 12.30										A 13.6 37 991	2090 689 193^	719 295 508 447 82^155^	554 165^ 378 372 117^157^	435 178^	382 294
NEWSBREAK-M-F										A 15.7 24 1145	1960 708 247	803 266 405 371 123 321	673 247 384 361 106 222	187 85	297 201
1	MTU	8.58P	1	CBS N	75	171 169	B 15.5 24 1130	1988 724 254	801 290 447 388 129 288	598 232 357 310 93 191	192 90	397 256			
1	WED.	8.57P	2												
1	FRI.	8.57P	1												
2	MW	8.58P	1												
2	TU&TH	8.57P	1												
NEWSBREAK-SAT.										A 13.5 24 984	1884 754 242	812 205 331 321 184 409	593 198 309 285 141 237	157 65^	322 231
SAT. 8.58P										B 15.0 26 1094	1900 771 253	844 266 422 365 155 357	566 192 308 279 85 201	152 82	338 214
NEWSBREAK-SUN.										A 20.7 30 1509	2121 778 309	886 303 483 417 136 331	730 244 390 369 129 261	264 179	241 214
1	SUN.	9.47P	1	CBS N	15	179 175	B 21.9 32 1597	1934 763 296	865 296 472 412 135 315	681 238 368 328 118 250	201 124	187 141			
2	SUN.	8.57P	1												
ON OUR OWN										A 20.1 27 1465	2116 731 349	861 336 480 421 138^303	652 265 333 345 159^237	324 259	279 247
2 SUN. 8.30P										B 22.2 32 1618	1941 761 314	866 293 468 405 128 317	673 229 359 322 122 254	212 146	190 139
ONE DAY AT A TIME										A 23.7 36 1728	1916 759 329	831 308 511 464 105 243	635 228 351 320 107 205	290 154	160 118
TUE. 9.30P										B 21.9 33 1597	1857 726 274	808 303 498 425 111 236	592 240 370 316 83 172	277 138	180 126
OPERATION PETTICOAT										A 18.2 30 1327	2180 625 186	695 307 440 415 106^178	715 366 490 399 96^144^	313 164^	457 361
2 SAT. 8.30P										B 15.8 28 1152	2107 640 215	698 272 449 392 80 182	687 276 448 386 101 177	291 150	431 322
ORANGE BOWL PARADE(S)										A 11.9 23 868	2075 757 261^	911 154^ 280 263^ 254^548	749 187^ 290 241^ 147^411	208^104^	207^ 116^
1 SAT. 8.00P															
8.00 - 8.30										A 11.8 23 860	2080 750 246^	896 149^ 270^253^ 248^543	751 181^ 289 241^ 139^416	215^111^	218^ 131^
8.30 - 9.00										A 11.9 23 868	2075 768 275	928 156^ 288 276 255^554	747 195^ 291 239^ 155^406	201^ 98^	199^ 103^
ORANGE BOWL GAME(S)										A 27.7 41 2019	1823 597 182	653 212 396 366 120 206	944 288 554 517 184 312	128 42	98^ 82^
2 MON. 8.15P															
8.30 - 9.00										A 28.6 40 2085	1976 702 206	759 225 447 427 114 253	990 308 589 524 180 332	111^ 44^	116 96^
9.00 - 9.30										A 27.9 39 2034	1922 604 218	665 240 453 414 100^173	992 315 600 565 181 306	139 49^	126 113^
9.30 - 10.00										A 26.1 37 1903	1852 578 188	635 213 409 376 113^180	998 302 604 567 189 307	110^ 38^	109^ 96^
10.00 - 10.30										A 25.8 37 1881	1772 590 166	633 216 367 354 135 204	923 266 525 498 205 322	117^ 27^	99^ 72^
10.30 - 11.00										A 27.4 40 1997	1710 532 143	583 200 337 307 127 190	918 267 518 498 204 311	122 21^	87^ 64^
11.00 - 11.30										A 29.0 48 2114	1693 551 184	616 196 381 330 119 193	875 262 504 491 173 296	155 58^	47^ 42^



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1978 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK-ING WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES					MEN					TEENS (12-17)		CHILDREN (2-11)						
																TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11					
EVENING CONT'D																																		
PINE CANYON IS BURNING(S)										192	A		13.6	21	991	2076	778	281	878	280	452	393	158	359	646	198	322	328	120	274	185	65	367	220
1 TUE. 8.00P 90 NBC FF										98	A		11.9	19	868	2136	838	272	937	256	442	382	169	414	654	148	276	293	145	329	174	67	371	217
8.00 - 8.30											A		14.1	22	1028	2126	772	292	874	291	472	423	142	338	611	168	292	304	110	270	221	75	420	250
8.30 - 9.00											A		14.7	22	1072	1986	735	279	836	290	443	372	160	335	676	267	392	385	106	231	161	54	313	194
9.00 - 9.30																																		
POLICE STORY-MON										1	A		8.8	27	642	1257	591	163	628	213	281	314	71	242	404	175	219	187	141	141	198	53	27	LT
2 MON. 11.30P 66 ABC OP										96	B		8.8	27	642	1257	591	163	628	213	281	314	71	242	404	175	219	187	141	141	198	53	27	LT
11.30 - 12.00											A		9.2	24	671	1279	581	160	652	251	331	324	62	235	410	177	235	207	130	130	193	71	24	LT
12.00 - 12.30											A		8.7	31	634	1265	621	175	621	198	249	319	80	240	382	173	196	156	149	149	227	42	35	LT
POLICE STORY-WED										1	A		6.5	31	474	1234	480	87	549	145	287	286	47	193	526	431	477	167	49	49	94	44	65	65
2 WED. 12.00M 62 ABC OP										171	B		6.5	31	474	1234	480	87	549	145	287	286	47	193	526	431	477	167	49	49	94	44	65	65
12.00 - 12.30											A		6.2	28	452	1179	482	53	535	106	263	280	45	202	487	423	423	106	64	64	75	29	82	82
12.30 - 1.00											A		6.9	35	503	1280	466	117	549	176	306	286	46	179	563	442	527	214	36	36	115	59	53	53
POLICE STORY										13	A		8.8	29	642	1363	565	95	565	282	380	278	70	166	409	277	380	214	18	18	200	103	189	170
1 THU. 11.30P 63 ABC OP										96	B		7.1	26	518	1405	629	189	673	262	437	374	82	186	585	264	406	334	72	118	88	29	54	54
11.30 - 12.00											A		9.9	30	722	1569	678	107	678	311	444	324	82	198	428	265	373	237	36	36	217	118	246	210
12.00 - 12.30											A		8.0	28	583	1105	422	79	422	245	301	222	50	121	384	290	384	179	LT	LT	182	86	117	117
POLICE WOMAN										3	A		15.1	25	1101	1643	754	196	782	187	370	397	173	324	702	212	339	318	158	298	117	63	42	21
WED. 10.00P 60 NBC OP										196	B		16.9	28	1232	1698	732	240	787	252	440	408	143	272	703	226	392	363	131	251	137	68	71	52
10.00 - 10.30										99	A		15.0	24	1094	1648	754	203	782	191	375	404	171	314	712	226	358	327	156	288	110	57	44	23
10.30 - 11.00										194	A		15.2	26	1108	1633	752	187	782	184	364	388	175	335	691	200	319	309	160	307	118	66	42	21
QUINCY, M.E.										14	A		19.6	33	1429	1759	819	258	872	276	512	459	132	279	604	174	312	341	104	210	145	85	138	100
FRI. 10.00P 60 NBC OP										207	B		18.2	32	1327	1715	778	270	841	271	484	468	132	270	638	197	353	349	119	225	118	62	118	87
10.00 - 10.30										99	A		19.5	32	1422	1759	816	253	869	269	507	450	135	285	597	171	305	329	106	215	146	85	147	98

10.30 - 11.00										A 19.8	34	1443	1743	818	261	872	281	514	465	127	274	605	173	316	352	98	202	139	84	127	97
REDD FOX SHOW										A 11.9	20	868	2119	656	286	686	244	477	436	81	146	845	411	623	475	74	156	355	60	233	182
THU.		10.00P	60	ABC	CV		14	180	188	B 15.4	27	1123	1815	657	259	706	274	483	414	92	165	715	330	494	389	85	161	242	93	152	125
		10.00 - 10.30								A 12.8	21	933	2183	676	284	709	262	502	450	85	148	832	404	607	468	76	166	381	62	261	194
		10.30 - 11.00								A 10.9	19	795	2052	638	293	665	226	455	423	78	146	866	420	648	489	65	146	323	54	196	170
RHODA										A 21.7	30	1582	2066	709	339	826	318	448	411	134	299	670	273	393	345	126	213	290	234	280	233
2 SUN.		8.00P	30	CBS	CS		10	189		B 21.9	33	1597	1897	767	326	884	321	499	415	131	313	664	246	374	321	112	237	179	118	170	117
ROCKFORD FILES										A 18.9	31	1378	1811	805	290	868	270	484	452	131	312	603	185	310	316	105	222	150	98	190	128
FRI.		9.00P	60	NBC	PD		14	207	210	B 17.6	30	1283	1789	755	254	821	229	415	411	147	324	633	177	322	321	121	248	142	76	193	125
		9.00 - 9.30								A 18.0	30	1312	1844	830	299	893	277	495	460	132	328	605	187	306	305	110	230	149	96	197	129
		9.30 - 10.00								A 19.8	32	1443	1777	786	283	846	265	473	446	128	297	598	183	311	322	103	218	150	98	183	129
SATURDAY NIGHT										A 5.9	16	430	1926	578	277	680	362	458	323	73	193	787	479	549	322	79	196	303	199	156	127
1 SAT.		11.30P	85	NBC	GV		9	186		B 8.5	28	620	1738	538	251	633	372	489	343	50	92	749	455	610	431	55	104	280	141	76	66
		11.30 - 12.00								A 6.8	16	496	2016	663	276	760	392	476	307	84	249	776	393	469	345	69	230	275	121	205	173
		12.00 - 12.30								A 5.5	15	401	1803	538	281	647	327	446	352	63	156	775	505	564	308	78	182	255	177	126	97
		12.30 - 1.00								A 5.3	18	386	1946	489	266	595	352	440	312	77	155	820	592	662	298	101	158	417	353	114	83
SIX MILLION DOLLAR MAN										A 20.4	29	1487	2118	662	218	760	383	555	428	104	159	593	248	364	339	81	159	306	130	459	307
SUN.		8.00P	60	ABC	A		14	192	196	B 20.8	32	1516	2264	666	257	743	335	521	424	88	170	682	299	473	407	95	150	301	116	538	378
		8.00 - 8.30								A 18.9	27	1378	2057	648	224	761	387	561	426	102	158	572	249	365	333	74	146	284	122	440	283
		8.30 - 9.00								A 21.8	31	1589	2171	679	213	762	380	547	427	105	163	610	249	364	348	84	165	320	135	479	329
60 MINUTES(S)										A 17.4	28	1268	1838	744	148	799	240	404	401	132	305	880	305	470	446	124	333	84	56	75	60
1 MON.		9.00P	60	CBS	DN		189			A 17.7	28	1290	1884	752	133	806	234	399	388	134	316	885	307	463	432	126	350	88	57	105	86
		9.00 - 9.30								A 17.2	28	1254	1772	734	161	789	246	406	411	130	293	868	305	475	455	123	312	71	50	44	33
		9.30 - 10.00								A 28.2	41	2056	1921	771	301	864	271	436	403	137	346	835	286	466	430	139	294	132	70	90	71
60 MINUTES										B 24.3	39	1771	1836	757	307	841	259	428	397	134	336	798	258	435	411	136	288	111	50	86	62
1 SUN.		8.49P	60	CBS	DN		17	201	204	A 28.4	40	2019	1823	748	337	864	241	412	403	144	359	812	274	429	406	162	307	117	64	30	18
2 SUN.		7.00P	60							A 29.5	44	2151	1992	774	356	893	279	460	458	139	337	825	282	446	435	151	298	127	70	39	24
		7.00 - 7.30								A 29.5	44	2151	1992	794	263	861	289	440	380	136	349	857	303	495	438	124	289	137	72	137	125
		7.30 - 8.00																													
		8.00 - 9.30																													



FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A



PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
															VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2		KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11							
															TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TOTAL	18- 34	18- 49	25- 54	55- 64	55+							
EVENING CONT'D																																	
TONIGHT SHOW-CONT'D																																	
1	TUE.	11.30P	78										1643	736	235	800	333	519	427	100	227	624	240	402	364	78	171	193	96	26	26		
1	WED.	11.30P	76										1566	723	229	786	321	484	418	94	232	571	227	382	330	58	153	173	90	36	31		
1	THU.	11.30P	77										1563	787	177	857	339	517	422	109	260	556	264	362	337	64	139	94	63	56	17		
2	MON.	12.12A	75										1484	581	212	728	271	532	421	160	160	573	305	305	268	120	196	124	124	59	LT		
2	TUE.	11.30P	81																														
2	WED.	12.00M	75																														
2	THU.	11.30P	76																														
2	FRI.	12.00M	79																														
	11.30 - 12.00									A	11.6	35	846																				
	12.00 - 12.30									A	8.7	32	634																				
	12.30 - 1.00									A	6.5	30	474																				
	1.00 - 1.30									A	4.2	25	306																				
TONY RANDALL SHOW																																	
	SAT.	9.30P	30	CBS	CS		13	163	194		A	16.4	30	1196																			
								96	99		B	15.7	28	1145																			
TUESDAY MOVIE OF THE WEEK																																	
1	TUE.	11.30P	95	ABC	FF		13	168	170		A	6.6	27	481																			
2	TUE.	12.00M	62								B	5.7	24	416																			
	11.30 - 12.00										A	8.2	24	598																			
	12.00 - 12.30										A	6.5	26	474																			
	12.30 - 1.00										A	6.0	29	437																			
WALTONS, THE																																	
	THU.	8.00P	60	CBS	GD		14	202	200		A	19.9	31	1451																			
		8.00 - 8.30						99	99		B	20.0	32	1458																			
		8.30 - 9.00									A	19.2	30	1400																			
											A	20.5	32	1494																			

WED. MYSTERY OF THE WEEK										13	160		A	4.4	25	321	1648	412^	22^v	412^	72^v	219^	147^v	21^v	193^	305^	132^v	165^	162^v	LT	LT	422^	230^	509^	237^		
1	WED.	12.32A	60	ABC	SM			94			B	3.5	23	255	1198	488	105	547	198	349	322	42	136	454	221	306	255	47	90	120	66	77	39				
		12.30 - 1.00									A	4.7	23	343	1630	450^	41^v	450^	92^v	266^	174^v	47^v	184^	411^	119^v	189^	269^	23	23^v	349^	212^	420^	208^				
		1.00 - 1.30									A	4.3	27	313	1629	365^	LT	365^	49^v	166^	117^v	LT	199^	195^	134^v	134^	61^v	LT	LT	494^	248^	575^	249^				
WEEKEND(S)													A	5.5	17	401	1594	572^	255^	689	385^	493^	384^	35^v	139^v	779	385^	655	591	57^v	102^v	85^v	16^v	41^v	17^v		
2	SAT.	11.30P	90	NBC	DN						A	6.8	18	496	1655	520	176^	584	258^	341^	319^	60^v	167^	839	398^	675	584	74^v	136^	160^	42^v	72^v	43^v				
		11.30 - 12.00									A	5.6	17	408	1537	583	292^	723	443^	578	424^	LT	100^v	839	398^	675	584	74^v	136^	160^	42^v	72^v	43^v				
		12.00 - 12.30									A	4.1	15	299	1572	625^	335^	809	521^	625^	427^	44^v	144^v	763^	415^	719^	655^	21^v	44^v	LT	LT	LT	LT				
		12.30 - 1.00									A	4.1	15	299	1572	625^	335^	809	521^	625^	427^	44^v	144^v	763^	415^	719^	655^	21^v	44^v	LT	LT	LT	LT				
WELCOME BACK, KOTTER													A	21.2	33	1545	2093	614	247	684	282	460	402	78	155	559	236	364	283	100	157	357	183	493	362		
	THU.	8.00P	30	ABC	CS		15	199	202		B	20.6	34	1502	2042	640	256	735	325	517	410	70	157	528	251	365	290	65	118	336	180	443	324				
WE'VE GOT EACH OTHER													A	13.4	24	977	1921	772	240	820	200	342	333	192	422	632	221	340	299	150	246	137	58^	332	242		
	SAT.	8.30P	30	CBS	CS		11	163	184		B	14.1	25	1028	1843	789	265	859	242	413	374	170	380	610	212	335	300	100	218	137	74	237	151				
WHAT'S HAPPENING													A	21.4	33	1560	2170	661	282	738	317	525	436	82	156	523	208	332	277	89	144	376	202	533	384		
	THU.	8.30P	30	ABC	CS		14	193	196		B	20.3	32	1480	2053	639	267	729	323	526	423	70	146	524	234	353	284	63	117	341	185	459	334				
WONDER WOMAN													A	17.9	30	1305	2293	692	194	743	323	495	376	122	216	656	292	436	360	88^	154	273	120	621	410		
	FRI.	8.00P	60	CBS	SF		13	173	188		B	14.9	26	1086	2208	677	240	747	332	486	384	117	228	607	251	393	351	84	155	212	84	642	408				
		8.00 - 8.30						90	96		A	16.6	28	1210	2295	689	188	739	326	494	364	122	216	647	292	427	351	87^	158	255	99	654	438				
		8.30 - 9.00									A	19.2	32	1400	2286	690	199	743	320	496	384	119	213	663	293	444	368	87	148	288	138	592	388				
WONDERFUL WORLD OF DISNEY													A	15.3	23	1115	2248	648	323	755	274	440	375	115	252	742	313	468	432	110	218	230	102^	521	310		
1	SUN.	7.00P	120	NBC	FV		14	202	211		B	17.3	28	1261	2294	695	229	771	300	470	406	113	244	711	296	466	420	101	185	234	104	578	364				
2	SUN.	7.00P	60								A	15.1	23	1101	2296	674	322	767	275	429	367	111	267	804	329	494	450	110	234	202	74^	523	309				
		7.00 - 7.30									A	16.5	24	1203	2228	682	314	762	250	435	383	105	267	719	287	432	406	109	222	219	96^	528	314				
		7.30 - 8.00									A	13.8	20	1006	2179	574	353	721	283	444	375	115^	222^	684	288	436	430	106^	215^	273	136^	501	307				
		8.00 - 8.30									A	15.2	23	1108	2186	591	313	735	317	464	369	131^	208^	698	346	497	433	118^	182^	251	127^	502	297				
		8.30 - 9.00																																			
WEEKDAY DAYTIME													A	9.7	29	707	1528	582	138	642	220	327	298	149	246	382	171	197	107	70^	171	251	100	253	177		
ALL IN THE FAMILY M-F													B	9.1	29	663	1581	646	103	712	237	373	321	134	277	394	146	192	118	68	185	205	84	270	145		
	TU-F	3.30P	30	CBS	CS		36	184	189																												
								97	98																												



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1978 REPORT

PROGRAM NAME										T/C SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																
WK	START	DUR	NET	TYPE	WK 1	WK 2	K	AVG.	AVG.	TOTAL	LADY	WORK	ING	18-34					18-34					18-34					TEENS		CHILDREN	
#	DAY	TIME					E	%	%	(2+)	HOUSE	WOM.		TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	TOTAL	FEM.	TOTAL	6-11			
WEEKDAY DAYTIME CONT'D																																
ALL MY CHILDREN																																
M-F	1.00P	60	ABC	DD	69	184	180	A	9.2	28	671	1574	750	256	849	479	633	465	72^154	271	125	172	124	72^91	267	222	187	105				
								B	8.1	30	590	1444	831	184	915	473	669	494	71 171	270	112	163	141	67 93	140	104	119	41				
	1.00 - 1.30							A	9.5	30	693	1541	741	246	840	467	621	464	78^154	264	116	165	125	66^90	253	210	184	104				
	1.30 - 2.00							A	8.9	27	649	1589	753	263	851	487	641	459	67^155	277	134	176	128	73^89^	276	232	185	103				
ANOTHER WORLD																																
M-F	3.00P	60	NBC	DD	67	202	202	A	9.0	25	656	1465	787	155	865	262	474	447	123 313	264	93	126	89	54^123	193	140	143	79^				
								B	8.1	27	590	1365	850	145	912	251	479	438	160 353	214	50	89	73	51 112	141	114	98	40				
	3.00 - 3.30							A	8.6	24	627	1448	795	153	878	268	475	456	119 316	256	93^	124	88^	51^116	184	132	130	65^				
	3.30 - 4.00							A	9.3	25	678	1478	787	155	860	259	474	442	127 315	269	93	127	90	56^127	194	144	155	88				
AS THE WORLD TURNS																																
TU-F	1.30P	60	CBS	DD	67	196	201	A	8.9	29	649	1270	812	170	902	244	423	413	169 399	228	55^	90	64^	51^131	66^41^	74^	52^					
								B	8.5	32	620	1340	875	162	979	281	474	413	168 443	225	39	93	79	44 127	45	33	91	29				
	1.30 - 2.00							A	8.5	28	620	1265	798	164	881	227	396	387	178 415	228	51^	87^	63^	54^134	70^40^	86^	60^					
	2.00 - 2.30							A	9.4	30	685	1250	809	166	908	255	441	432	162 380	219	58^	91	60^	49^125	61^42^	62^	41^					
BETTER SEX																																
1 M-TH	12.00N	30	ABC	QP	67	159	161	A	6.8	25	496	1556	574	175	585	309	392	309	81^133	339	135	191	164	43^124	259	158	373	210				
1 FRI.	12.08P	22			88	88		B	5.1	22	372	1427	679	125	711	338	484	391	82 162	327	120	193	161	52 117	161	89	228	87				
2 TU-F	12.00N	30																														
CAPTAIN KANGAROO																																
M-F	8.00A	60	CBS	C	69	190	188	A	3.1	20	226	1597	362	61^	367	180^	278	234^	66^85^	212^	97^	124^115^	35^62^	84^36^	934	309						
								B	3.5	22	255	1644	395	75	415	225	316	263	44 84	126	56	75	60	19 42	69	43	1034	292				
	8.00 - 8.30							A	2.5	17	182	1615	352	66^	352	171^	269^240^	66^78^		208^	93^	114^104^	39^66^	93^38^	962	335						
	8.30 - 9.00							A	3.7	21	270	1530	360	48^	360	179^	271	219	67^89^	196^	92^	115^112^	36^58^	66^25^	908	289						
CBS MID-DAY NEWS-EDWARDS																																
1 M-TH	11.55A	4	CBS	N	68	171	177	A	6.0	23	437	1245	729	92^	823	252	435	396	125^352	189	19^	63^	60^	36^116^	93^25^	140	57^					
1 FRI.	11.25A	4			89	92		B	5.3	25	386	1262	828	121	915	284	475	371	147 405	177	38	65	52	48 107	47	28	123	29				
2 TU-F	11.55A	4																														
CBS MORNING NEWS																																
1 M-F	7.30A	30	CBS	N	70	176	175	A	1.9	18	139	1252	555	94^	590	86^	237^295^	122^295^		453	107^	215^224^	93^223^	58^ LT	151^	86^						
2 M-F	7.15A	45			96	96		B	2.1	16	153	1256	603	154	628	141	301	314	109 276	384	96	212	205	64 153	51 LT	193	109					
	7.30 - 8.00							A	1.9	18	139	1345	568	101^	611	93^	244^302^	115^309^		481	114^	236^230^	94^238^	73^ LT	180^	100^						
CBS NFL PLAYOFF PRE(S)																																
1 MON.	1.30P	30	CBS	SC	203			A	17.0	49	1239	1676	408	122^	442	140^	233	259	57^136^	1028	401	714	620	126^237	165^	16^	41^	41^				
CBS NFL PLAYOFF GAME 1(S)																																
1 MON.	2.00P	155	CBS	SE	203			A	27.6	66	2012	1917	424	149	448	147	251	224	48^149	1120	489	771	635	145 251	208	41^	141	107^				
	2.00 - 2.30							A	25.5	67	1859	1981	446	166	464	155	272	245	50^145	1151	489	789	646	144 261	200	22^	166	124^				
	2.30 - 3.00							A	27.7	70	2019	2013	432	166	451	161	259	232	52^147	1184	515	825	672	159 258	234	45^	144	112^				
	3.00 - 3.30							A	27.2	67	1983	1921	404	127	424	119	213	202	48^165	1145	488	788	655	169 255	210	41^	142	113^				
	3.30 - 4.00							A	28.7	67	2092	1837	412	144	441	149	248	223	42^143	1074	477	731	599	143 242	201	41^	121	90^				
	4.00 - 4.30							A	28.6	62	2085	1867	432	144	463	153	263	226	48^149	1069	472	739	616	125 246	197	51^	138	102^				
CBS NFL PLAYOFF POST 1(S)																																
1 MON.	4.35P	25	CBS	SC	199			A	23.6	50	1720	1870	436	163	467	161	267	232	62^155	1072	503	732	548	137^262	197	66^	134^	91^				
COTTON BOWL GAME(S)																																
2 MON.	2.00P	210	CBS	SE	206			A																								

### PROGRAM AUDIENCE ESTIMATES (Alphabetic)

## 1ST JAN. 1978 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK- ING WOM.	TOTAL	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)					
																							18- 34	18- 49	25- 54	55- 64	55+	TOTAL	18- 34	18- 49	25- 54	55- 64	55+
WEEKDAY DAYTIME CONT'D																																	
DAYS OF OUR LIVES					69	202	208	A	7.4	23	539	1347	798	148	858	272	458	431	135	329	256	71^	109	79^	43^	133	138	99^	95^	52^			
1	M-F	1.30P	60	NBC	DD	98	99	B	6.8	25	496	1273	818	133	901	301	497	423	152	342	244	58	102	84	44	127	71	53	57	26			
2	TU-F	1.30P	60					A	7.1	23	518	1349	793	141	842	253	427	416	124	334	272	72^	113	80^	46^	147	137	104^	98^	56^			
		1.30 - 2.00						A	7.7	24	561	1310	800	144	861	285	479	445	138	317	233	69^	103^	71^	39^	118	130	91^	86^	45^			
		2.00 - 2.30						A	7.2	21	525	1362	795	146	862	240	435	435	129	344	247	91^	123	99^	37^	104^	149	97^	104^	54^			
DOCTORS, THE					68	197	198	B	6.2	22	452	1249	829	123	900	265	453	409	162	377	218	53	90	80	40	113	68	50	63	28			
M-F					2.30P	30	NBC	DD																									
EDGE OF NIGHT					67	163	169	A	5.9	16	430	1444	793	246	872	352	518	488	102^	277	202	88^	115^	68^	31^	72^	131^	77^	239	163			
1	M-F	4.00P	30	ABC	DD	90	91	B	5.3	17	386	1333	846	154	936	324	527	432	125	362	180	55	83	63	27	89	92	56	125	57			
2	TU-F	4.00P	30																														
FAMILY FEUD					68	180	178	A	10.4	36	758	1728	613	163	691	316	465	356	103	167	334	140	208	168	46^	102	296	137	407	252			
1	M-TH	11.30A	30	ABC	QP	99	99	B	7.9	36	576	1504	704	129	779	334	507	415	100	187	336	131	190	148	51	126	152	85	237	91			
2	M-F	11.30A	30																														
FOR RICHER, FOR POORER					19	160	158	A	4.2	13	306	1605	666	144^	751	278	385	258	98^	321	396	180^	223	137^	46^	147^	219	92^	239	118^			
1	M-F	1.00P	30	NBC	DD	83	83	B	4.0	14	292	1471	678	118	735	250	367	278	102	312	383	156	205	135	43	158	170	76	183	94			
2	MON.	2.00P	30																														
2	TU-F	1.00P	30																														
GENERAL HOSPITAL					67	179	186	A	8.0	23	583	1365	753	97^	832	400	558	440	122	238	210	61^	105	86^	55^	82^	146	99^	177	105			
1	M-F	3.15P	45	ABC	DD	97	98	B	6.7	22	488	1268	827	120	909	398	585	455	104	263	174	57	84	71	42	83	88	63	97	49			
2	TU-F	3.15P	45					A	8.0	23	583	1365	757	91^	840	397	557	447	121	243	202	55^	100^	82^	56^	82^	146	96^	177	105			
		3.30 - 4.00																															
GONG SHOW					19	178	180	A	6.2	22	452	1449	535	113^	552	148	249	206	139	275	433	156	218	137	70^	199	256	102^	208	136			
1	M-F	12.30P	30	NBC	QG	90	90	B	5.3	20	386	1426	613	95	639	174	286	241	139	311	412	140	217	146	70	178	190	90	185	108			
2 TU-F 12.30P 30																																	
GOOD MORNING, AMERICA-730					70	172	177	A	2.9	21	211	1626	798	157^	826	210^	375	369	129^	376	446	91^	200^	185^	114^	218^	88^	56^	266^	95^			
M-F					7.30A	30	ABC	N	B	3.1	21	226	1296	696	148	730	222	361	335	108	308	366	78	143	152	104	179	79	39	121	47		
GOOD MORNING, AMERICA-830					70	170	172	A	2.7	18	197	1396	722	193^	788	250^	433	360	168^	320	356	82^	148^	122^	121^	183^	24^	LT	228^	142^			
M-F					8.30A	30	ABC	N	B	3.2	21	233	1388	776	203	842	293	461	369	154	322	345	91	154	129	129	168	77	34	124	81		
GUIDING LIGHT					37	187	192	A	8.2	26	598	1386	822	151	896	273	450	459	161	356	260	103	138	65^	52^	118	102	66^	128	88^			
TU-F					2.30P	60	CBS	DD	B	8.1	28	590	1401	848	142	929	300	498	453	149	358	229	65	108	79	49	112	77	52	166	67		
		2.30 - 3.00						A	8.4	27	612	1312	829	137	907	271	456	450	165	370	234	90^	126	67^	53^	106	74^	54^	97	62^			
		3.00 - 3.30						A	8.2	25	598	1413	799	158	866	269	434	455	153	335	270	110	141	61^	49^	123	121	71^	156	113			
HAPPY DAYS					68	172	172	A	8.1	30	590	1817	426	161	504	300	413	280	31^	62^	280	189	249	158	LT	24^	403	189	630	374			
M-F					11.00A	30	ABC	CS	B	5.8	29	423	1458	570	117	626	322	472	354	54	100	262	150	197	118	31	55	226	122	344	137		
HOLLYWOOD SQUARES					65	190	192	A	6.3	27	459	1383	547	132	581	171	250	258	128^	269	386	152	198	178	72^	118^	179	92^	237	138			
1	M-F	10.30A	30	NBC	QP	94	94	B	4.8	26	350	1291	663	111	716	186	299	295	134	348	393	125	207	186	48	142	84	46	98	40			
2	TU-F	10.30A	30																														
KNOCKOUT					62	200	199	A	5.4	21	394	1398	684	155	709	137^	236	289	154	371	376	104^	134^	134^	105^	186	161	83^	152	92^			
1	M-TH	11.30A	30	NBC	QP	98	98	B	4.6	22	335	1363	743	94	811	162	282	286	162	461	369	115	177	138	63	169	80	39	103	62			
2	TU-F	11.30A	30																														
LOVE OF LIFE					68	185	192	A	6.1	23	445	1373	757	85^	838	240	445	407	134	357	226	40^	78^	76^	52^	130^	106^	25^	203	90^			
1	M-TH	11.30A	30	CBS	DD	94	97	B	5.7	27	416	1298	832	125	914	291	489	384	146	385	183	42	68	60	48	104	47	26	154	36			
1	FRI.	11.00A	30																														
2	TU-F	11.30A	30																														
MAGAZINE(S)					188			A	5.0	26	365	1211	752	140^	813	255^	461^	430^	86^	271^	379^	110^	110^	124^	79^	244^	LT	LT	19^	LT			
2	THU.	10.00A	60	CBS	DN	98		A	4.4	24	321	1131	750	121^	775	280^	511^	474^	71^	208^	316^	138^	138^	135^	69^	156^	LT	LT	40^	LT			
		10.00 - 10.30						A	5.5	28	401	1289	768	157^	853	234^	421^	402^	97^	327^	436^	90^	90^	117^	90^	319^	LT	LT	LT	LT			
		10.30 - 11.00																															
MATCH GAME '78					13	140	147	A	6.6	18	481	1553	722	191	783	276	398	326	127	325	387	154	210	110^	84^	171	171	72^	212	132			
TU-F					4.00P	30	CBS	QP	B	6.0	17	437	1498	744	161	805	263	382	343	115	337	340	115	160	95	81	167	174	90	179	101		



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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	MEN 49 54		55-64	55+	TOTAL FEM.	TOTAL 6-11						
WEEKDAY DAYTIME CONT'D																																	
NBC'S STAR SALUTE TO 1978(S)						198		A	9.3	27	678	1673	714	231^	750	191^	278^	384	137^	316^	552	216^	313^	238^	135^	197^	132^	109^	239^	173^			
2 MON.		10.00A	90	NBC	AC	99		A	7.9	28	576	1455	678	184^	678	192^	256^	363^	161^	259^	512	234^	327^	211^	120^	137^	149^	110^	116^	116^			
		10.00 - 10.30						A	9.5	27	693	1758	744	210^	744	189^	259^	412	126^	295^	508	205^	318^	239^	134^	153^	148^	109^	358	240^			
		10.30 - 11.00						A	10.5	26	765	1767	711	283^	813	196^	315	376	129^	380	620	214^	295^	252^	151^	283^	110^	110^	224^	155^			
		11.00 - 11.30																															
ONE LIFE TO LIVE						65	180	187	A	8.5	26	620	1447	744	129	804	411	583	444	110	191	241	88^	143	107	40^	73^	211	170	191	122		
1 M-F		2.30P	45	ABC	DD	96	97	B	7.2	26	525	1296	806	129	875	419	618	475	92	203	197	70	103	88	43	79	127	100	97	44			
2 TU-F		2.30P	45																														
		2.30 - 3.00						A	8.5	26	620	1445	743	130	798	403	582	445	107	187	245	92^	143	103	42^	79^	210	174	192	124			
PRICE IS RIGHT 1						13	175	178	A	6.8	30	496	1895	644	125	703	239	372	348	123	269	407	106^	162	184	79^	176	272	112^	513	312		
1 M-TH		10.30A	30	CBS	AP	92	91	B	6.2	29	452	1834	701	104	741	264	391	328	103	299	392	86	154	169	73	188	204	83	497	253			
1 FRI.		10.00A	30																														
2 TUWF		10.30A	30																														
PRICE IS RIGHT 2						13	176	175	A	7.4	30	539	1748	705	126	771	244	388	380	120	313	381	84^	134	164	75^	189	233	97^	363	208		
1 M-TH		11.00A	30	CBS	AP	93	91	B	6.9	30	503	1766	752	116	801	270	404	353	108	335	387	79	148	166	68	195	192	82	386	181			
1 FRI.		10.30A	30																														
2 TU-F		11.00A	30																														
ROSE BOWL FOOTBALL PRE(S)						190		A	9.2	17	671	1769	632	145^	665	162^	297^	302^	142^	296^	630	234^	361	260^	170^	239^	294^	123^	180^	109^			
2 MON.		4.30P	15	NBC	SA	99																											
ROSE BOWL GAME(S)						222		A	29.2	46	2129	1957	608	173	675	193	364	362	104^	231	941	315	554	493	178	307	222	85^	119	103^			
2 MON.		4.45P	210	NBC	SE	99																											
		5.00 - 5.30						A	19.0	34	1385	1894	590	174	635	158^	288	351	102^	233	923	269	472	464	210	360	242	93^	94^	71^			
		5.30 - 6.00						A	29.6	51	2158	1984	619	177	686	224	379	405	95^	202	932	321	532	492	198	313	247	90^	119	93^			
		6.00 - 6.30						A	33.2	53	2420	2006	623	171	702	214	381	391	92^	227	965	323	556	523	161	309	217	79^	122	106			

6.30 - 7.00								A 30.6	47	2231		1984	627	201				692	204	383	381	99^	224	946	327	558	500	178	299	229	82^	117	107
7.00 - 7.30								A 33.3	49	2428		1934	554	173				629	169	341	308	106	234	959	328	584	493	182	302	219	93^	127	121
7.30 - 8.00								A 34.5	50	2515		1929	596	163				663	179	368	328	120	243	949	328	590	491	163	292	202	82^	115	104
RYAN'S HOPE																																	
M-F	12.30P	30	ABC	DD	69	180	177	A 7.4	24	539		1733	729	232				834	447	624	465	79^	142	307	123	187	162	51^	91^	378	274	214	116
					97	97		B 6.7	27	488		1483	832	180				924	478	675	495	85	162	264	86	145	138	51	93	168	119	127	47
SANFORD AND SON M-F																																	
1 M-F	10.00A	30	NBC	CS	67	172	173	A 6.0	29	437		1744	526	142				613	233	315	249	91^	251	572	283	359	215	95^	151	268	137	291	174
2 TU-F	10.00A	30			88	88		B 4.5	26	328		1489	624	98				713	217	327	266	125	340	506	153	269	217	68	185	117	59	153	77
SEARCH FOR TOMORROW																																	
1 M-F	12.30P	30	CBS	DD	68	189	190	A 8.0	28	583		1420	810	126				903	311	504	430	142	355	266	65^	114	120	49^	120	117	76^	134	65^
2 TU-F	12.30P	30			97	97		B 7.3	31	532		1319	848	152				938	319	529	432	150	360	227	57	92	85	50	116	49	35	105	29
SUGAR BOWL GAME(S)																																	
2 MON.	2.00P	174	ABC	SE		193	99	A 10.3	20	751		1816	582	266^				700	273^	454	434	51^	182^	772	269^	476	476	136^	236^	223^	109^	121^	76^
	2.00 - 2.30							A 7.9	16	576		1550	484	276^				668	254^	395^	378^	59^	214^	602	202^	383^	379^	117^	166^	174^	47^	106^	60^
	2.30 - 3.00							A 8.5	17	620		1697	518	321^				713	322^	450	406	66^	197^	665	236^	414	424	124^	200^	202^	87^	117^	69^
	3.00 - 3.30							A 7.7	15	561		1818	562	270^				691	293^	446	433	50^	183^	806	293^	480	490	156^	267^	209^	102^	112^	69^
	3.30 - 4.00							A 13.4	26	977		1923	617	216^				672	233^	431	444	48^	166^	866	323	562	523	144^	248	255	125^	130^	80^
	4.00 - 4.30							A 13.7	26	999		1919	620	265				722	269	472	458	40^	177^	821	282	508	511	124^	247	240	127^	136^	92^
	4.30 - 5.00							A 10.4	19	758		1918	643	283^				742	290^	529	480	44^	170^	800	244^	445	489	151^	280^	254^	154^	122^	74^
TATTLETALES																																	
1 M-TH	10.00A	30	CBS	QG	12	156	159	A 4.4	22	321		1692	735	127^				747	233	401	423	115^	262	372	84	128^	159^	86^	181^	159	94^	414	194
2 TUWF	10.00A	30			87	87		B 4.0	21	292		1643	756	110				772	274	438	418	90	261	302	69	110	126	66	151	119	65	450	179
TO SAY THE LEAST																																	
1 M-TH	12.00N	30	NBC	QP	64	170	170	A 4.6	17	335		1501	656	104^				722	167^	305	269	154^	354	369	122^	185	138^	67^	136^	260	113^	150^	123^
1 FRI.	12.09P	21			88	88		B 3.8	16	277		1341	720	93				812	193	329	296	165	415	344	94	151	122	64	168	92	39	93	61
2 TU-F	12.00N	30																															
TODAY SHOW-7.30AM																																	
M-F	7.30A	30	NBC	N	69	218	214	A 4.1	30	299		1211	699	140^				740	123^	214	254	135^	429	442	27^	91^	144^	104^	298	LT	LT	20^	20^
					99	96		B 4.1	28	299		1305	712	183				759	163	295	311	140	397	427	102	162	166	74	231	48	LT	71	37
TODAY SHOW-8.30AM																																	
M-F	8.30A	30	NBC	N	70	214	206	A 4.1	28	299		1548	807	138^				927	181^	331	360	118^	472	501	83^	164^	196	95^	285	66^	39^	54^	30^
					99	96		B 4.3	28	313		1419	765	165				844	159	321	323	141	444	485	79	167	182	75	275	45	LT	45	22

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A



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FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1978 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK # DAY START TIME DUR NET TYPE										WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1978 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																								
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11															
														TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54			55-64	55+													
WEEKEND DAYTIME CONT'D																																								
SCHOOLHOUSE ROCK-10.55AM SAT. 10.55A 4 ABC CA 98 99																			A	8.3 32	605	1747	158^	54^	193^	138^	159^	80^	LT	20^	148^	63^	108^	99^	11^	30^	290	98^	1116	683
																			B	9.0 36	656	1688	235	69	263	164	206	120	14	49	152	76	116	98	15	31	278	117	995	643
SCHOOLHOUSE ROCK-11.55AM SAT. 11.55A 4 ABC CA 97 98																			A	7.9 28	576	1832	282	23^	299	121^	139^	62^	LT	149^	269	104^	137^	88^	16^	132^	323	81^	941	503
																			B	7.1 27	518	1841	321	65	342	177	239	154	24	94	236	127	164	117	37	63	308	148	955	605
SCHOOLHOUSE ROCK-10.55AM SUN. 10.55A 4 ABC CA 62 62																			A	2.6 12	190	2000	320^	84^	404	120^	194	158^	88^	172^	274	136^	152	152^	LT	122^	90^	52^	1232	580^
																			B	2.8 13	204	1576	293	98	328	191	249	140	35	60	177	108	147	121	LT	LT	208	82	863	567
SCHOOLHOUSE ROCK-11.55AM SUN. 11.55A 4 ABC CA 83 83																			A	3.2 12	233	1627	432^	175^	432^	236^	307	249^	34^	86^	275	194^	215	176^	60^	60^	263	48^	657	392^
																			B	3.2 14	233	1586	422	160	443	207	300	211	41	125	379	227	287	224	20	66	160	54	604	413
SCOOBY'S-LAFF-LYMPICS I SAT. 9.00A 30 ABC CA 98 99																			A	5.9 32	430	1733	180	39^	183	126^	150	81^	LT	33^	222	127^	186	168^	LT	36^	266	58	1062	589
																			B	7.1 35	518	1788	207	78	232	150	185	132	17	38	143	86	107	87	16	29	214	85	1199	758
SCOOBY'S-LAFF-LYMPICS II SAT. 9.30A 30 ABC CA 98 99																			A	7.8 35	569	1719	162^	24^	162	136^	146	63^	LT	16^	204	87^	127	115^	LT	62^	217	76^	1136	630
																			B	9.7 42	707	1770	190	58	218	142	179	115	11	34	147	94	119	91	10	19	239	87	1166	762
SCOOBY'S-LAFF-LYMPICS III SAT. 10.00A 30 ABC CA 98 99																			A	8.7 35	634	1696	139^	52^	159	115^	132	74^	LT	19^	160	70	104	83^	12^	38^	284	140^	1093	625
																			B	9.9 40	722	1774	211	73	237	149	188	120	11	39	138	87	106	80	12	23	264	109	1135	737
SCOOBY'S-LAFF-LYMPICS IV SAT. 10.30A 30 ABC CA 98 99																			A	8.9 35	649	1752	158^	51^	190	128^	155	86^	LT	23^	161	70	114	101^	13^	39^	289	100^	1112	681
																			B	9.8 39	714	1698	223	67	249	154	197	115	16	46	143	75	113	88	14	27	274	118	1032	672
SEARCH AND RESCUE SAT. 11.30A 30 NBC CL 96 96																			A	5.3 19	386	1420	298	130^	324	141	244	223^	16	60^	223	82	103	74^	34	97^	171	77^	702	420
																			B	4.1 16	299	1639	371	139	421	230	328	238	28	67	315	159	208	152	46	84	268	125	635	408
SECRETS OF ISIS SAT. 12.00N 30 CBS CL 88 97																			A	8.3 29	605	1800	320	230	363	282	311	197^	30^	30^	214	155^	194	115^	20^	20^	300	161^	923	451
																			B	7.5 29	547	1704	379	140	423	261	312	190	36	98	272	168	209	122	22	53	263	130	746	405
SENIOR BOWL GAME(S) 203																			A	9.2 28	671	1458	368	61^	401	169^	258	191^	21^	140^	798	268^	449	395	133	313^	138^	9^	121	107^
2 SAT. 2.00P 192 NBC SE 95																			A	7.2 25	525	1610	405^	25^	449	172^	268	253^	27^	153^	833	316^	449	403^	150	353^	176^	38^	152	106
2.00 - 2.30																			A	8.7 29	634	1596	390	51^	412	198^	295	273^	26	117^	828	247^	416	353^	161	384	176	26^	180	134
2.30 - 3.00																			A	9.7 30	707	1470	369	77^	369	167^	240	212^	24	129^	847	203^	447	395	150	368	149	LT	105	105
3.00 - 3.30																			A	9.3 27	678	1401	333	84^	396	190^	265	183^	23	131^	845	282^	503	476	133	304^	72	LT	88	88
3.30 - 4.00																			A	9.7 28	707	1446	427	109^	476	248^	350	215^	21	126^	779	315^	502	438	107	237^	93	LT	98	98
4.00 - 4.30																			A	9.8 27	714	1359	322	28^	344	83^	168	85^	15	176^	729	273^	421	360	110	259^	166	LT	120	120
SKATEBIRDS I SAT. 8.00A 30 CBS CL 98 99																			A	1.9 20	139	1676	172	43^	193	79^	93	130^	63^	63^	173	88^	116	116^	LT	57^	144	LT	1166	640
																			B	2.3 19	168	1665	294	71	300	146	211	165	84	84	200	70	105	106	LT	65	153	LT	1012	642
SKATEBIRDS II SAT. 8.30A 30 CBS CL 98 99																			A	3.0 21	219	1594	137	37^	155	45^	64	96^	59^	59^	105	46^	68	68^	LT	37^	128	LT	1206	672
																			B	3.8 22	277	1688	261	62	267	137	169	133	70	70	177	86	101	97	22	63	225	80	1019	607
SPACE ACADEMY SAT. 11.30A 30 CBS CL 92 98																			A	7.9 28	576	1908	303	143^	353	222	302	196^	25	38^	294	204^	240	200	LT	16^	283	147^	978	469
																			B	7.6 28	554	1852	321	124	350	222	298	191	30	48	284	176	224	163	16	41	330	167	888	466
SPACE SENTINELS SAT. 9.00A 30 NBC CA 98 98																			A	3.7 20	270	1644	218	19^	218	93^	199	184^	LT	19^	152	56^	78	104^	29	48^	111	LT	1163	670
																			B	4.5 21	328	1837	238	75	256	147	193	165	18	39	178	99	131	103	24	33	222	81	1181	718
SUN BOWL GAME(S) I SAT. 1.30P 189 CBS SE 97																			A	12.4 36	904	1530	345	117^	361	89^	110	113^	75	196^	955	375	545	490	116	306	91	19^	123	104
1.30 - 2.00																			A	9.3 30	678	1630	279	115^	279	116^	132	36^	79	127^	793	400	466	385	89	203^	136	51^	422	304
2.00 - 2.30																			A	11.3 35	824	1527	368	118^	368	123	137	107^	76	168^	962	423	559	521	108	267^	37	16^	160	131
2.30 - 3.00																			A	12.1 36	882	1525	394	147^	407	123	142	145^	80	195^	982	407	556	540	134	290	71	13^	65	51
3.00 - 3.30																			A	11.5 34	838	1536	362	127^	373	89^	89	118^	65	215^	976	357	556	507	112	317	111	13^	76	76
3.30 - 4.00																			A	14.7 42	1072	1532	348	113^	360	70^	95	117^	73	213^	1005	377	581	508	110	335	100	10^	67	67
4.00 - 4.30																			A	14.9 41	1086	1511	309	85^	349	45^	88	121^	68	208^	979	331	538	476	128	368	106	20^	77	77
SUPERSTARS, THE 2 SUN. 2.00P 75 ABC SE 94																			A	10.4 28	758	1937	506	153^	599	289	380	343	51	169^	734	372	508	406	59	184^	298	70^	306	176
																			B	10.4 28	758	1937	506	153^	599	289	380	343	51	169	734	372	508	406	59	184	298	70	306	176
2.00 - 2.30																			A	8.7 24	634	2087	540	128^	630	307^	403	363^	59	171^	764	353^	505	419	69	221^	351	84^	342	196
2.30 - 3.00																			A	10.8 28	787	1878	510	160^	604	293^	373	350	52	172^	695	353	488	400	48	169^	300	74^	279	153
SUPERWITCH SAT. 9.30A 30 NBC CA 98 99																			A	2.9 13	211	1488	180	57^	185	42^	124	100^	LT	61^	265	109^	161	122^	39	76^	137	33^	901	474
																			B	3.8 16	277	1702	259	89	276	151	197	148	21	57	187	102	134	99	31	48	220	113	1019	539



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JAN. 1978 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK # DAY		START TIME		DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
														TOTAL	18-34	WOMEN 18-49		25-54	55-64	55+	TOTAL	18-34	MEN 18-49		25-54	55-64	55+	TOTAL FEM.	TOTAL 0-11				
WEEKEND DAYTIME CONT'D																																	
THUNDER SAT.		11.00A		30	NBC	CL	16 99	203 99	207 99	A	4.6	17	335	1573	323	122	323	131	220	173	38	93	308	149	149	47	30	138	118	24	824	484	
										B	4.3	17	313	1708	390	133	440	247	336	226	38	85	298	156	193	126	45	93	233	105	737	432	
TUCSON OPEN GOLF-SAT.(S)		5.12P		78	NBC	SE		160 88		A	5.5	13	401	1668	516	134	598	192	294	229	55	247	882	242	463	350	255	392	165	LT	23	LT	
		5.30 - 6.00								A	4.9	12	357	1574	448	79	504	139	227	190	51	200	925	236	493	355	333	432	145	LT	LT	LT	
		6.00 - 6.30								A	6.2	14	452	1847	617	234	747	278	401	309	66	303	894	262	465	371	209	383	168	LT	38	LT	
TUCSON OPEN GOLF-SUN.(S)		4.12P		113	NBC	SE		189 94		A	7.4	15	539	1683	581	264	626	44	155	266	160	359	901	200	337	367	232	475	125	31	31	30	
		4.30 - 5.00								A	7.0	15	510	1690	614	300	647	50	159	260	176	387	910	187	314	375	261	495	106	16	27	27	
		5.00 - 5.30								A	7.7	16	561	1701	595	260	627	35	146	265	162	362	907	209	344	366	243	480	137	28	30	30	
		5.30 - 6.00								A	7.5	15	547	1737	568	270	632	50	168	297	149	335	931	219	375	370	203	477	150	46	24	24	
WACKO SUN.		9.30A		30	CBS	CL	6 55	58 56	61 56	A	1.1	8	80	1438	263	225	325	225	262	175	LT	LT	138	LT	LT	LT	100	100	62	LT	913	513	
										B	1.5	10	109	1798	339	156	414	267	303	313	LT	LT	221	74	174	136	47	47	90	54	1073	652	
WHAT'S NEW, MISTER MAGOO		1.00P		30	CBS	CA	3 82	163 82		A	6.6	24	481	1778	307	197	327	273	273	214	32	32	220	220	220	44	LT	LT	351	113	880	341	
										B	6.1	21	445	1719	355	118	374	232	282	217	39	56	211	151	158	86	LT	26	347	202	787	321	

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. DEC. 26, 1977

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	<b>TOTAL AUDIENCE</b> (Households (000) & %)					16,840 23.1				20,340 27.9								
	<b>ABC TV</b>							Lucan		(OP)								
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)					13,120 18.0				14,430 19.8								
	<b>SHARE OF AUDIENCE %</b>					28		16.9*		19.2*		19.2*		20.4*		20.1*		19.6*
	<b>AVG. AUD. BY 1/4 HR. %</b>					15.9		17.9	18.6	19.7	18.5	20.0	20.3	20.5	20.3	19.9	19.8	19.3
1	<b>TOTAL AUDIENCE</b> (Households (000) & %)							16,620 22.8		17,200 23.6				14,220 19.5				
	<b>CBS TV</b>																	
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)																	
	<b>SHARE OF AUDIENCE %</b>																	
	<b>AVG. AUD. BY 1/4 HR. %</b>																	
2	<b>TOTAL AUDIENCE</b> (Households (000) & %)					15,240 20.9				20,780 28.5								
	<b>NBC TV</b>																	
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)																	
	<b>SHARE OF AUDIENCE %</b>																	
	<b>AVG. AUD. BY 1/4 HR. %</b>																	
W E E K 2	<b>TOTAL AUDIENCE</b> (Households (000) & %)					21,140 29.0				25,220 34.6								
	<b>ABC TV</b>																	
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)																	
	<b>SHARE OF AUDIENCE %</b>																	
	<b>AVG. AUD. BY 1/4 HR. %</b>																	
2	<b>TOTAL AUDIENCE</b> (Households (000) & %)					12,170 16.7				12,830 17.6		12,170 16.7		12,980 17.8				
	<b>CBS TV</b>																	
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)																	
	<b>SHARE OF AUDIENCE %</b>																	
	<b>AVG. AUD. BY 1/4 HR. %</b>																	
2	<b>TOTAL AUDIENCE</b> (Households (000) & %)					32,950 45.2												
	<b>NBC TV</b>																	
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)																	
	<b>SHARE OF AUDIENCE %</b>																	
	<b>AVG. AUD. BY 1/4 HR. %</b>																	
<b>TV HOUSEHOLDS USING TV</b>		<b>WK 1</b>	59.8	60.3	61.5	62.4	62.9	63.5	64.2	63.4	62.6	62.9	62.3	62.3	59.6	59.2	58.7	57.2
		<b>WK 2</b>	68.7	69.5	69.9	70.6	71.3	72.0	72.6	72.5	72.5	72.2	70.9	70.5	69.6	68.9	67.3	64.4
		(See Def. 1)																

U. S. TV Households: 72,900,000

\*Half-hour ratings (for immediately preceding and subject quarter-hours).

(K) Repeat, see page B.

(OP) See Other Programs Section, Page A-36



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. TUE. DEC. 27, 1977

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					25,520 35.0		25,950 35.6		19,900 27.3		16,180 22.2		16,480 22.6				
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY 1/4 HR. %																	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					10,500 14.4				16,550 22.7		18,230 25.0		17,710 24.3				
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY 1/4 HR. %																	
WEEK 3	TOTAL AUDIENCE (Households (000) & %)					14,650 20.1						16,400 22.5						
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY 1/4 HR. %																	
WEEK 4	TOTAL AUDIENCE (Households (000) & %)					27,480 37.7		25,440 34.9		22,670 31.1		18,880 25.9		18,300 25.1				
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY 1/4 HR. %																	
WEEK 5	TOTAL AUDIENCE (Households (000) & %)					13,120 18.0				18,150 24.9		19,390 26.6		20,850 28.6				
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY 1/4 HR. %																	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)					20,920 28.7												
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY 1/4 HR. %																	
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	56.0	57.6	58.5	59.1	61.0	63.6	64.7	65.4	65.9	66.0	64.8	62.8	59.7	58.8	57.7	55.6
		WK 2	59.3	61.4	62.9	65.9	67.8	68.9	69.3	70.4	70.2	70.5	68.9	67.8	63.3	61.7	60.1	57.2

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. WED. DEC. 28, 1977

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																		
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																		

U.S. TV Households: 72,900,000

\*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. THU. DEC. 29, 1977

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					16,180 22.2		16,040 22.0		17,640 24.2		15,530 21.3		11,150 15.3				
	<b>ABC TV</b>																	
	AVERAGE AUDIENCE (Households (000) & %)					14,650 20.1		14,940 20.5		16,400 22.5		14,510 19.9		8,530 11.7		12,6* 21 *		10.8* 19 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					32 19.7		33 20.5		36 22.2		32 20.1		20 12.7		21 *		19 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					16,620 22.8				18,230 25.0				18,740 25.7				
	<b>CBS TV</b>																	
	AVERAGE AUDIENCE (Households (000) & %)					13,630 18.7				15,450 21.2				16,110 22.1		21.9* 37 *		22.4* 40 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					30 17.8		29 * 18.3		31 * 19.1		32 * 21.1		35 * 21.8		38 *		40 *
W E E K 3	TOTAL AUDIENCE (Households (000) & %)					15,820 21.7				13,630 18.7				15,750 21.6				
	<b>NBC TV</b>																	
	AVERAGE AUDIENCE (Households (000) & %)					12,390 17.0				11,450 15.7				13,490 18.5		18.4* 31 *		18.7* 33 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 16.3		27 * 16.9		28 * 17.2		24 * 15.4		26 * 16.1		32 *		33 *
W E E K 4	TOTAL AUDIENCE (Households (000) & %)					17,860 24.5		17,500 24.0		19,460 26.7		17,060 23.4		12,100 16.6				
	<b>ABC TV</b>																	
	AVERAGE AUDIENCE (Households (000) & %)					16,180 22.2		16,260 22.3		17,640 24.2		15,970 21.9		8,750 12.0		12.9* 21 *		11.0* 20 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					34 21.8		33 22.6		36 24.5		33 21.9		21 13.4		21 *		20 *
W E E K 5	TOTAL AUDIENCE (Households (000) & %)					18,520 25.4				18,520 25.4				18,300 25.1				
	<b>CBS TV</b>																	
	AVERAGE AUDIENCE (Households (000) & %)					15,380 21.1		20.4* 31 *		21.7* 32 *		22.1* 33 *		23.0* 35 *		22.3* 37 *		22.0* 39 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					32 19.8		31 * 21.1		34 21.4		33 * 22.7		35 * 22.7		38 *		39 *
W E E K 6	TOTAL AUDIENCE (Households (000) & %)					16,330 22.4				13,190 18.1				16,180 22.2				
	<b>NBC TV</b>																	
	AVERAGE AUDIENCE (Households (000) & %)					13,120 18.0		17.5* 27 *		10,420 14.3				14,220 19.5		19.5* 32 *		19.4* 34 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 17.2		27 * 17.8		22 14.6		21 * 14.0		22 * 14.6		33 *		34 *
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		57.1	59.2	59.6	61.6	61.7	62.7	62.9	62.9	62.6	63.9	63.0	62.4	59.8	59.5	57.7	55.2	
WK 2		59.5	61.6	62.8	64.3	64.3	65.9	66.5	67.5	67.1	66.7	65.9	65.5	60.7	60.0	57.7	54.8	

U. S. TV Households: 72,900,000

\* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. DEC. 30, 1977

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					14,730 20.2				20,480 28.1								
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					11,520 15.8				10,280 14.1								
	SHARE OF AUDIENCE %					27				26								
	AVG. AUD. BY 1/4 HR. %					15.0				14.7								
	TOTAL AUDIENCE (Households (000) & %)					15,750 21.6				21,720 29.8								
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					12,390 17.0				15,530 21.3								
	SHARE OF AUDIENCE %					29				36								
	AVG. AUD. BY 1/4 HR. %					15.1				21.0								
2	TOTAL AUDIENCE (Households (000) & %)					12,830 17.6		9,910 13.6		17,420 23.9				17,060 23.4				
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					11,520 15.8		9,110 12.5		13,410 18.4				14,730 20.2				
	SHARE OF AUDIENCE %					27		21		31				35				
	AVG. AUD. BY 1/4 HR. %					15.8		12.6		16.8				19.5				
	TOTAL AUDIENCE (Households (000) & %)					19,830 27.2				19,680 27.0								
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					15,020 20.6				13,850 19.0								
	SHARE OF AUDIENCE %					33				29				29				
	AVG. AUD. BY 1/4 HR. %					19.9				18.1				20.0				
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					17,570 24.1				20,780 28.5								
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					13,630 18.7				15,090 20.7								
	SHARE OF AUDIENCE %					30				33				32				
	AVG. AUD. BY 1/4 HR. %					16.8				21.2				20.4				
	TOTAL AUDIENCE (Households (000) & %)					13,120 18.0		10,570 14.5		16,770 23.0				15,600 21.4				
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					11,590 15.9		9,770 13.4		14,140 19.4				13,850 19.0				
	SHARE OF AUDIENCE %					26		22		31				32				
	AVG. AUD. BY 1/4 HR. %					15.8		13.1		17.9				20.4				
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		54.6	55.8	58.1	59.4	58.8	59.1	58.2	59.1	58.9	59.1	58.8	59.2	58.1	57.7	57.2	56.5	
WK 2		56.0	57.1	58.1	59.1	60.3	61.1	61.7	62.8	62.8	62.8	62.9	63.0	62.6	62.1	61.3	59.8	

U. S. TV Households: 72,900,000

\*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SAT. DEC. 31, 1977

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					15,310 21.0					14,650 20.1					14,800 20.3					
	ABC TV																				
	AVERAGE AUDIENCE (Households (000) & %)					11,300 15.5					11,880 16.3					12,470 17.1					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					30 14.1		14.4* 28 *			16.6* 33 *		15.3* 30 *			17.3* 35 *		17.5* 37 *		16.7* 36 *	
						14.8		16.5		16.8		15.4		17.0		17.5		17.8		16.8	
																				16.5	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					11,080 15.2		9,550 13.1			13,190 18.1		12,030 16.5			11,740 16.1					
	CBS TV																				
	AVERAGE AUDIENCE (Households (000) & %)					9,700 13.3		8,680 11.9			12,100 16.6		10,640 14.6			9,110 12.5		12.2*		12.7*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26 13.0		23 13.6			33 16.1		30 17.1			27 14.4		26 *		27 *	
						13.0		12.0		16.1		14.4			12.3		12.1		12.3		
																			13.1		
WEEK 3	TOTAL AUDIENCE (Households (000) & %)					11,520 15.8					9,840 13.5										
	NBC TV																				
	AVERAGE AUDIENCE (Households (000) & %)					8,680 11.9		11.8*			6,050 8.3		8.3*			8.2*		8.8*		7.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23 11.9		23 *			17 8.9		16 *			17 *			19 *		17 *
						11.9		12.1		8.9		7.7			8.4		8.8		8.5		
																			7.3		
WEEK 4	TOTAL AUDIENCE (Households (000) & %)					13,410 18.4		14,800 20.3			16,770 23.0					19,760 27.1					
	ABC TV																				
	AVERAGE AUDIENCE (Households (000) & %)					11,880 16.3		13,270 18.2			14,140 19.4		18.2*			20.6*		17,200 23.6		23.8*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					28 15.9		30 16.7			32 17.7		29 *			34 *			40		40 *
						15.9		17.6		17.7		18.8			20.2		21.0		23.1		23.4
																					23.4
WEEK 5	TOTAL AUDIENCE (Households (000) & %)					13,780 18.9		11,740 16.1			17,060 23.4		14,510 19.9			13,050 17.9					
	CBS TV																				
	AVERAGE AUDIENCE (Households (000) & %)					12,680 17.4		10,860 14.9			15,820 21.7		13,270 18.2			11,740 16.1		16.1*		16.1*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					30 17.3		25 17.4			35 21.4		30 22.0			27 18.2		27 *		27 *	
						17.3		15.1		21.4		18.2			15.9		16.2		16.2		
																			16.0		
WEEK 6	TOTAL AUDIENCE (Households (000) & %)					16,620 22.8					15,970 21.9										
	NBC TV																				
	AVERAGE AUDIENCE (Households (000) & %)					12,760 17.5		16.1*			12,170 16.7		15.6*			17.1*		17.2*		16.7*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					29 15.7		27 *			32 *		25 *			28 *		29 *		28 *	
						15.7		18.6		15.6		15.7			17.0		17.2		17.1		
																			16.4		
TV HOUSEHOLDS USING TV (See Def. 1)																					
WK 1																					
WK 2																					

U. S. TV Households: 72,900,000

\* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SUN. JAN. 1, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00							
TOTAL AUDIENCE (Households (000) & %)		12,170 16.7					17,280 23.7					24,570 33.7													
ABC TV		Hardy Boys/Nancy Drew Mysteries "NANCY DREW" — Six Million Dollar Man — (CP) — ABC Sunday Night Movie "SERPICO" (9:00-11:32PM) (R)																							
AVERAGE AUDIENCE (Households (000) & %)		9,620 13.2					12,830 17.6					15,890 21.8													
SHARE OF AUDIENCE %		21					26					34													
AVG. AUD. BY ¼ HR. %		11.4		14.1			14.7		18.8			21.3		22.7		23.1		22.0							
TOTAL AUDIENCE (Households (000) & %)									22,090 30.3			27,260 37.4					19,680 27.0		20,780 28.5						
CBS TV		CBS NFL Championship Game "MINNESOTA VS. DALLAS" (5:00-8:41PM) (1) — (2) — 60 Minutes (8:42-9:49PM) (1) — (CP) — Alice (9:49-10:19PM) (1) — Carol Burnett Show (10:19-11:19PM)																							
AVERAGE AUDIENCE (Households (000) & %)				34.6* 58 *			36.2* 57 *		20,700 28.4			20,560 28.2					17,570 24.1		15,890 21.8						
SHARE OF AUDIENCE %				58 *			57 *		56 *			43			29.5* 44 *			24.1 37		21.8 35					
AVG. AUD. BY ¼ HR. %		34.8		34.5			35.5		36.9		37.7			37.0			29.2		28.2			31.2			
TOTAL AUDIENCE (Households (000) & %)		18,440 25.3																	19,540 26.8						
NBC TV		Wonderful World of Disney "SPY-BUSTERS" (R) — (CP) — Four Feathers (9:00-11:00PM)																							
AVERAGE AUDIENCE (Households (000) & %)		9,910 13.6		12.4*			13.0*		13.8*			15.2*			13,410 18.4		16.1*			17.9*					
SHARE OF AUDIENCE %		21		20 *			20 *		20 *			23 *			28			24 *			27 *				
AVG. AUD. BY ¼ HR. %		12.2		12.5			12.7		13.3		14.1			13.6			14.7			15.7					
TOTAL AUDIENCE (Households (000) & %)		17,200 23.6					20,120 27.6					29,380 40.3													
ABC TV		Hardy Boys/Nancy Drew Mysteries "HARDY BOYS" — (CP) — Six Million Dollar Man — (CP) — ABC Sunday Night Movie "NASHVILLE" (9:00-12:15AM)																							
AVERAGE AUDIENCE (Households (000) & %)		14,000 19.2		18.2*			20.1*		23.1			22.1*			24.0*			18.2		13,270 18.2					
SHARE OF AUDIENCE %		28		27 *			28 *		32			31 *			33 *			31			32 *				
AVG. AUD. BY ¼ HR. %		18.1		18.4			19.5		20.7		21.7			22.6			23.8			24.3					
TOTAL AUDIENCE (Households (000) & %)		24,130 33.1					17,200 23.6		15,970 21.9						21,210 29.1		21,210 29.1			19,250 26.4					
CBS TV		60 Minutes — Rhoda — On Our Own (OP) — All In The Family — Alice — Carol Burnett Show																							
AVERAGE AUDIENCE (Households (000) & %)		20,480 28.1		27.7*			28.4*		15,820 21.7			14,650 20.1			18,950 26.0			19,760 27.1			15,530 21.3				
SHARE OF AUDIENCE %		41		41 *			40 *		30			27			35			37			33				
AVG. AUD. BY ¼ HR. %		27.0		28.4			28.7		28.2		21.6			21.7			20.1			20.1			24.1		
TOTAL AUDIENCE (Households (000) & %)		16,620 22.8					26,680 36.6					21,940 30.1													
NBC TV		Wonderful World of Disney "THREE ON THE RUN" — Bob Hope Special (8:00-9:30PM) — (CP) — Big Event "NASHVILLE REMEMBERS ELVIS ON HIS BIRTHDAY" (9:30-11:00PM)																							
AVERAGE AUDIENCE (Households (000) & %)		13,710 18.8		17.8*			19.9*		18,370 25.2			25.0*			27.2*			23.4*			16,840 23.1				
SHARE OF AUDIENCE %		27		26 *			28 *		34			35 *			37 *			31 *			34 *				
AVG. AUD. BY ¼ HR. %		17.2		18.3			19.1		20.6		24.6			25.5			27.1			27.3			24.3		
TV HOUSEHOLDS USING TV WK 1		61.2	62.5	63.7	65.3	67.3	68.1	67.8	67.2	68.4	68.5	67.6	66.6	64.8	63.4	62.6	61.3								
(See Def. 1) WK 2		66.8	68.6	70.1	71.6	71.2	72.3	72.8	73.7	74.5	74.3	73.0	72.9	70.1	67.7	63.3	60.0								

U. S. TV Households: 72,900,000

\*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36



SUN. 11:00 P.M.—12:45 A.M.

MON.-FRI. 11:30 P.M.—1:45 A.M.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)																			
	ABC TV																			
	AVERAGE AUDIENCE (Households (000) & %)																			
	SHARE OF AUDIENCE %																			
1	TOTAL AUDIENCE (Households (000) & %)																			
	CBS TV																			
	AVERAGE AUDIENCE (Households (000) & %)																			
	SHARE OF AUDIENCE %																			
2	TOTAL AUDIENCE (Households (000) & %)																			
	NBC TV																			
	AVERAGE AUDIENCE (Households (000) & %)																			
	SHARE OF AUDIENCE %																			
WEEK 2	TOTAL AUDIENCE (Households (000) & %)																			
	ABC TV																			
	AVERAGE AUDIENCE (Households (000) & %)																			
	SHARE OF AUDIENCE %																			
E	TOTAL AUDIENCE (Households (000) & %)																			
	CBS TV																			
	AVERAGE AUDIENCE (Households (000) & %)																			
	SHARE OF AUDIENCE %																			
2	TOTAL AUDIENCE (Households (000) & %)																			
	NBC TV																			
	AVERAGE AUDIENCE (Households (000) & %)																			
	SHARE OF AUDIENCE %																			
TV HOUSEHOLDS USING TV (See Def. 1)																				

U.S. TV Households: 72,900,000

\* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. DEC. 26-30, 1977

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)				2,410 3.3				2,040 2.8										
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)				1,900 2.6				1,680 2.3										
	SHARE OF AUDIENCE %				21				17										
	AVG. AUD. BY ¼ HR. %				2.4		2.8		2.1		2.5								
WEEK 1	TOTAL AUDIENCE (Households (000) & %)				1,750 2.4		3,650 5.0						4,160 5.7		6,280 8.6				
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)				1,390 1.9		2,190 3.0		2.3*		3.6*		3,570 4.9		5,390 7.4				
	SHARE OF AUDIENCE %				21		20		17 *		21 *		22		29				
	AVG. AUD. BY ¼ HR. %				1.8		2.0		2.0		2.7		3.2		4.0		7.4 8.3		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)				3,570 4.9		3,720 5.1						5,760 7.9		6,050 8.3				
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)				2,920 4.0		2,920 4.0						4,880 6.7		5,180 7.1				
	SHARE OF AUDIENCE %				33		29						29		27				
	AVG. AUD. BY ¼ HR. %				3.9		4.1		4.0		4.1		6.3		7.1		7.1		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)				2,920 4.0		2,700 3.7												
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)				2,410 3.3				2,330 3.2										
	SHARE OF AUDIENCE %				22				21										
	AVG. AUD. BY ¼ HR. %				3.2		3.4		3.0		3.4								
WEEK 2	TOTAL AUDIENCE (Households (000) & %)				2,110 2.9		3,860 5.3						3,280 4.5		4,960 6.8				
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)				1,390 1.9		2,410 3.3		2.7*		3.8*		2,770 3.8		4,230 5.8				
	SHARE OF AUDIENCE %				17		20		17 *		22 *		21		31				
	AVG. AUD. BY ¼ HR. %				1.8		1.9		2.0		3.0		3.7		4.0		5.5 6.1		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)				3,790 5.2		3,860 5.3						4,300 5.9		4,520 6.2				
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)				3,060 4.2		3,060 4.2						3,720 5.1		3,860 5.3				
	SHARE OF AUDIENCE %				29		27						28		28				
	AVG. AUD. BY ¼ HR. %				4.0		4.4		4.1		4.2		4.8		5.3		5.2 5.3		
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	3.9	5.2	6.3	7.4	9.3	11.3	12.5	14.5	16.5	18.9	20.5	22.1	22.8	24.6	26.1	27.2	
		WK 2	5.1	7.1	9.2	10.7	12.2	14.4	15.1	16.0	17.0	18.5	19.6	20.5	21.1	22.4	23.3	24.3	

U.S. TV Households: 72,900,000 \*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(UP) See Other Programs Section: Page A-36

DAY MON.-FRI. JAN. 2-6, 1978



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. DEC. 26-30, 1977

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	8,310 11.4		10,130 13.9		6,340 8.7		6,710 9.2		9,480 13.0				6,780 9.3		7,580 10.4		
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	7,220 9.9		8,890 12.2		5,540 7.6		5,760 7.9		7,140 9.8				5,900 8.1		6,420 8.8		8.8*
	SHARE OF AUDIENCE %	35		41		25		26		30		10.1*		29*		25		25*
W E E K 2	AVG. AUD. BY 1/4 HR. %	9.0	10.6	12.0	12.5	7.4	7.7	7.9	8.0	10.0	10.3	9.7	9.3	7.9	8.3	8.7	8.9	
	Happy Days																	
	Family Feud M-TH(1)																	
	Better Sex																	
W E E K 1	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	6,850 9.4		5,390 7.4		7,580 10.4		6,930 9.5				8,240 11.3				8,160 11.2		
	SHARE OF AUDIENCE %	30		21		30		27				27		24		25		26*
	AVG. AUD. BY 1/4 HR. %	8.2	8.4	6.1	6.6	8.9	9.4	8.2	8.5			8.2	8.8	9.2	9.0	8.5	8.3	
W E E K 1	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	6,050 8.3		4,450 6.1		6,630 9.1		6,050 8.3				6,420 8.8				5,980 8.2		8.4*
	SHARE OF AUDIENCE %	30		21		30		27				27		24		25		26*
	AVG. AUD. BY 1/4 HR. %	8.2	8.4	6.1	6.6	8.9	9.4	8.2	8.5			8.2	8.8	9.2	9.0	8.5	8.3	
W E E K 1	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	5,980 8.2		5,030 6.9		4,300 5.9		6,340 8.7		3,720 5.1		7,800 10.7				5,830 8.0		
	SHARE OF AUDIENCE %	25		21		17		24		13		23		23*		20		7.2
	AVG. AUD. BY 1/4 HR. %	7.1	7.0	6.1	5.8	5.1	5.1	7.0	7.4	4.4	4.0	7.3	7.7	8.1	8.3	7.1	7.2	
W E E K 2	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	5,610 7.7		7,510 10.3		5,100 7.0		5,690 7.8		8,240 11.3				5,690 7.8		7,140 9.8		
	SHARE OF AUDIENCE %	25		32		25		22		27		28*		25*		28		28*
	AVG. AUD. BY 1/4 HR. %	6.0	6.8	8.8	9.3	5.8	6.1	6.9	7.0	8.6	9.0	8.5	8.2	6.9	7.2	8.2	8.3	
W E E K 2	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	5,250 7.2		5,180 7.1		6,780 9.3		6,270 8.6				8,600 11.8				8,020 11.0		
	SHARE OF AUDIENCE %	29		27		34		30				32		33*		33*		34*
	AVG. AUD. BY 1/4 HR. %	6.0	6.4	5.7	6.5	8.0	8.6	7.6	7.7			8.1	8.7	9.8	9.8	8.4	8.3	
W E E K 2	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	4,670 6.4		4,080 5.6		3,430 4.7		4,230 5.8		3,570 4.9		6,850 9.4				5,830 8.0		
	SHARE OF AUDIENCE %	27		22		16		20		14		24		24*		22		7.4
	AVG. AUD. BY 1/4 HR. %	5.7	5.8	5.0	4.9	4.0	4.0	4.9	5.1	3.8	3.5	6.4	6.9	7.2	7.1	7.0	7.4	
TV HOUSEHOLDS USING TV WK 1		28.2	29.4	28.8	29.6	30.4	31.0	30.4	31.3	31.7	32.6	32.7	33.6	34.1	34.9	34.8	35.2	
(See Def. 1)		25.4	26.6	27.2	28.5	29.6	30.4	30.4	31.2	31.4	31.9	32.1	33.1	33.0	33.4	33.4	34.4	
U.S. TV Households: 72,900,000		* Half-hour ratings (for immediately preceding and subject quarter-hours).																
A-21		(R) Repeat. See page 8. (OP) See Other Programs Section, Page A-36.																

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. DEC. 26-30, 1977

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		7,070 9.7				5,030 6.9										8,680 11.9				
	ABC TV		One Life to Live		General Hospital		Edge of Night										ABC Evening News Reasoner/Walters				
	AVERAGE AUDIENCE (Households (000) & %)		5,900 8.1				4,450 6.1										7,650 10.5				
	SHARE OF AUDIENCE %		22				16										19				
AVG. AUD. BY 1/4 HR. %		8.9		8.0		8.2		8.1		6.1						10.3		10.7			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		8,600 11.8				5,760 7.9										12,680 17.4				
	CBS TV		Guiding Light TU-F(1)		All In The Family TU-F(1)		Match Game '78 TU-F(1)		Special (OP)		CBS Evening News with Walter Cronkite				Special (OP)		CBS Evening News with Walter Cronkite (2)				
	AVERAGE AUDIENCE (Households (000) & %)		7,360 8.1*		10.1		5,100 7.0										11,520 15.8				
	SHARE OF AUDIENCE %		25 *		29		19										29				
AVG. AUD. BY 1/4 HR. %		8.0		8.3		9.7		10.4		6.7		7.2		16.9		17.3		15.3		15.5	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		7,950 10.9														11,080 15.2				
	NBC TV		Another World (3)														NBC Nightly News				
	AVERAGE AUDIENCE (Households (000) & %)		6,270 8.6		8.2*		8.9*										9,840 13.5				
	SHARE OF AUDIENCE %		24		23 *		24 *										24				
AVG. AUD. BY 1/4 HR. %		7.9		8.5		8.9		8.9								13.5		13.5			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		7,000 9.6				4,880 6.7										9,550 13.1				
	ABC TV		One Life to Live TU-F(4)		General Hospital TU-F(4)		Edge of Night TU-F(4)		Special (OP)								ABC Evening News Reasoner/Walters				
	AVERAGE AUDIENCE (Households (000) & %)		5,760 7.9		7.9*		4,160 5.7										8,240 11.3				
	SHARE OF AUDIENCE %		24		24 *		17										19				
AVG. AUD. BY 1/4 HR. %		8.3		7.9		7.9		8.0		5.8		5.7				10.9		11.6			
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		8,020 11.0				5,250 7.2										12,390 17.0				
	CBS TV		Guiding Light TU-F(5)		All In The Family TU-F(5)		Match Game '78 TU-F(5)		Special (OP)		Special (OP)						CBS Evening News with Walter Cronkite				
	AVERAGE AUDIENCE (Households (000) & %)		6,850 8.2*		9.4		4,520 6.2										10,940 15.0				
	SHARE OF AUDIENCE %		26 *		28		17										26				
AVG. AUD. BY 1/4 HR. %		8.2		8.2		9.0		9.8		6.1		6.5				14.8		15.3			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		8,750 12.0														11,590 15.9				
	NBC TV		Another World (3)						Special (OP)		Special (OP)						NBC Nightly News TU-F(6)				
	AVERAGE AUDIENCE (Households (000) & %)		6,850 9.4		9.0*		9.7*										10,210 14.0				
	SHARE OF AUDIENCE %		26		25 *		26 *										25				
AVG. AUD. BY 1/4 HR. %		8.6		9.4		9.7		9.6								14.0		14.1			
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)			WK 1	35.4	36.5	37.5	38.4	38.2	39.3	39.8	41.8	43.4	44.9	47.1	49.8	52.6	54.5	55.4	56.3		
			WK 2	35.5	36.7	37.3	38.3	38.4	39.9	41.1	42.9	44.4	46.3	47.9	50.1	53.8	55.7	56.7	58.5		

U. S. TV Households: 72,900,000 \*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. DEC. 31, 1977

WEEKLY TV AUDIENCE ESTIMATES																					
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00			
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						2,190 3.0			3,650 5.0			3,720 5.1			6,050 8.3			7,950 10.9	7,800 10.7	
	ABC TV						All New Super-Friends I	All New Super-Friends II (OP)		Scooby's All-Star Laff-A-Lympics I		Scooby's All-Star Laff-A-Lympics II		Scooby's All-Star Laff-A-Lympics III (OP)		Scooby's All-Star Laff-A-Lympics IV (OP)					
	AVERAGE AUDIENCE (Households (000) & %)						1,460 2.0			2,840 3.9			3,280 4.5			5,100 7.0			6,050 8.3	6,270 8.6	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						26 1.4	2.6		31 3.8	4.1		28 4.1	4.8		34 6.3	7.7		35 8.6	35 8.8 8.4	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						1,680 2.3			2,330 3.2			4,450 6.1			7,220 9.9			8,240 11.3	7,000 9.6	
	CBS TV						Skatebirds I (OP)	Skatebirds II (OP)		Bugs Bunny/Road Runner I		Bugs Bunny/Road Runner 2 (OP)		Bugs Bunny/Road Runner 3 (OP)		Batman/Tarzan Adventure I (OP)					
	AVERAGE AUDIENCE (Households (000) & %)						1,240 1.7			2,040 2.8			3,720 5.1			5,980 8.2			6,630 9.1	5,980 8.2	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						22 1.3	2.1		22 2.6	3.0		31 4.6	5.7		40 7.7	8.7		39 8.5	33 8.1 8.3	
WEEK 3	TOTAL AUDIENCE (Households (000) & %)						2,110 2.9			3,280 4.5			2,920 4.0			2,330 3.2			2,920 4.0	3,210 4.4	
	NBC TV						C.B. Bears I	C.B. Bears II		Space Sentinels		Superwitch		Bang Shang Lalapalooza		I am the Greatest					
	AVERAGE AUDIENCE (Households (000) & %)						1,460 2.0			2,480 3.4			2,700 3.7			1,970 2.7			2,410 3.3	2,620 3.6	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						26 1.7	2.3		27 3.0	3.8		23 3.8	3.6		13 2.7	2.8		14 3.1	14 3.5 3.2 4.0	
WEEK 4	TOTAL AUDIENCE (Households (000) & %)						3,280 4.5			5,180 7.1			6,120 8.4			7,360 10.1			8,380 11.5	8,160 11.2	
	ABC TV						All New Super-Friends I	All New Super-Friends II (OP)		Scooby's All-Star Laff-A-Lympics I		Scooby's All-Star Laff-A-Lympics II		Scooby's All-Star Laff-A-Lympics III (OP)		Scooby's All-Star Laff-A-Lympics IV (OP)					
	AVERAGE AUDIENCE (Households (000) & %)						2,840 3.9			4,370 6.0			5,250 7.2			6,270 8.6			6,560 9.0	6,710 9.2	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						39 3.4	4.4		39 5.8	6.2		35 7.1	7.3		37 8.0	9.2		34 9.7	35 8.3 9.4 9.0	
WEEK 5	TOTAL AUDIENCE (Households (000) & %)						1,970 2.7			3,430 4.7			6,490 8.9			8,240 11.3			9,190 12.6	8,310 11.4	
	CBS TV						Skatebirds I (OP)	Skatebirds II (OP)		Bugs Bunny/Road Runner I		Bugs Bunny/Road Runner 2 (OP)		Bugs Bunny/Road Runner 3 (OP)		Batman/Tarzan Adventure I (OP)					
	AVERAGE AUDIENCE (Households (000) & %)						1,460 2.0			2,330 3.2			5,390 7.4			7,000 9.6			7,580 10.4	6,930 9.5	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						19 1.6	2.3		20 2.9	3.6		34 6.5	8.2		40 9.7	9.6		40 10.0	36 10.9 9.4 9.6	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)						2,190 3.0			3,350 4.6			3,130 4.3			2,620 3.6			3,350 4.6	2,620 3.6	
	NBC TV						C.B. Bears I	C.B. Bears II		Space Sentinels		Superwitch		Bang Shang Lalapalooza		I am the Greatest					
	AVERAGE AUDIENCE (Households (000) & %)						1,820 2.5			2,840 3.9			2,620 3.6			2,190 3.0			2,770 3.8	2,260 3.1	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						25 2.3	2.7		26 3.4	4.4		18 3.6	3.5		13 3.1	2.8		15 3.3	12 4.3 2.9 3.2	
TV HOUSEHOLDS USING TV		WK 1	2.8	3.3	4.0	5.2	7.4	10.0	13.0	15.2	16.8	18.8	20.7	23.1	24.2	24.7	25.4	26.5			
(See Def. 1)		WK 2	4.1	4.9	6.3	7.6	9.5	12.1	15.0	17.9	21.0	22.7	23.6	24.3	25.6	26.8	26.0	26.3			

U. S. TV Households: 72,900,000

\* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. DEC. 31, 1977

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
<b>TOTAL AUDIENCE</b> (Households (000) & %)	7,140 9.8		8,310 11.4		6,710 9.2				4,010 5.5								
<b>ABC TV</b>	<b>Krofft Supershow '78-I</b> <b>Krofft Supershow '78-II</b> (OP) <b>ABC Weekend Specials</b> "THE SECRET LIFE OF T. K. DEARING" <b>American Bandstand '78</b>																
<b>AVERAGE AUDIENCE</b> (Households (000) & %)	6,270 8.6		6,850 9.4		4,520 6.2	6.2*			3,130 4.3								
<b>SHARE OF AUDIENCE</b> %	32		33		21	21*			22*								
<b>AVG. AUD. BY ¼ HR.</b> %	8.7	8.4	9.7	9.1	6.1	6.2	6.7	5.8	4.5	4.1							
<b>WEEK 1</b>																	
<b>TOTAL AUDIENCE</b> (Households (000) & %)	7,510 10.3		6,050 8.3		6,710 9.2		5,180 7.1		5,470 7.5		20,410 28.0						
<b>CBS TV</b>	<b>Batman/Tarzan Adventure II</b> (OP) <b>Space Academy</b> (OP) <b>Secrets of Isis</b> (OP) <b>Fat Albert and the Cosby Kids</b> (OP) <b>CBS Invitational Skateboarding</b> (1:00-1:30PM) (OP) <b>Sun Bowl Game</b> "STANFORD VS. SU" (1:30-4:39PM)																
<b>AVERAGE AUDIENCE</b> (Households (000) & %)	6,420 8.8		5,030 6.9		5,830 8.0		4,230 5.8		4,740 6.5		9,040 12.4						
<b>SHARE OF AUDIENCE</b> %	33		24		26		19		21		36						
<b>AVG. AUD. BY ¼ HR.</b> %	8.8	8.8	6.7	7.1	8.2	7.8	5.6	6.0	6.2	6.7	8.5	10.0	10.9	11.7	12.2	12.0	12.1*
<b>WEEK 2</b>																	
<b>TOTAL AUDIENCE</b> (Households (000) & %)	3,790 5.2		4,670 6.4		4,230 5.8		4,160 5.7										
<b>NBC TV</b>	<b>Thunder</b> <b>Search and Rescue</b> <b>Baggy Pants &amp; the Nitwits</b> <b>Red Hand Gang</b>																
<b>AVERAGE AUDIENCE</b> (Households (000) & %)	3,350 4.6		3,940 5.4		3,350 4.6		3,570 4.9										
<b>SHARE OF AUDIENCE</b> %	17		19		16		17										
<b>AVG. AUD. BY ¼ HR.</b> %	4.3	4.9	5.0	5.7	4.6	4.7	4.6	5.1									
<b>WEEK 3</b>																	
<b>TOTAL AUDIENCE</b> (Households (000) & %)	7,070 9.7		7,580 10.4		5,250 7.2		5,980 8.2									7,950 10.9	
<b>ABC TV</b>	<b>Krofft Supershow '78-I</b> <b>Krofft Supershow '78-II</b> (OP) <b>ABC Weekend Specials</b> "THE ESCAPE OF A ONE-TON PET-P, I" <b>American Bandstand '78</b> <b>Pro Bowlers Tour</b>																
<b>AVERAGE AUDIENCE</b> (Households (000) & %)	6,200 8.5		6,340 8.7		4,520 6.2		3,940 5.4									4,960 6.8	
<b>SHARE OF AUDIENCE</b> %	31		32		22		20		5.5*	20*		5.3*				6.2*	
<b>AVG. AUD. BY ¼ HR.</b> %	8.6	8.5	8.9	8.5	6.3	6.0	5.4	5.7	5.6	5.1						6.1	6.2
<b>WEEK 4</b>																	
<b>TOTAL AUDIENCE</b> (Households (000) & %)	8,530 11.7		7,510 10.3		7,140 9.8		8,020 11.0		5,540 7.6		4,300 5.9						
<b>CBS TV</b>	<b>Batman/Tarzan Adventure II</b> (OP) <b>Space Academy</b> (OP) <b>Secrets of Isis</b> (OP) <b>Fat Albert and the Cosby Kids</b> (OP) <b>What's New, Mister Magoo?</b> (OP) <b>CBS Saturday Film Festival "JOEY"</b> (OP)																
<b>AVERAGE AUDIENCE</b> (Households (000) & %)	7,290 10.0		6,490 8.9		6,270 8.6		6,630 9.1		4,810 6.6		3,350 4.6						
<b>SHARE OF AUDIENCE</b> %	36		33		31		33		24		17						
<b>AVG. AUD. BY ¼ HR.</b> %	10.0	10.0	8.6	9.1	8.5	8.6	8.9	9.3	6.5	6.7	4.3	4.9					
<b>WEEK 5</b>																	
<b>TOTAL AUDIENCE</b> (Households (000) & %)	4,080 5.6		4,740 6.5		5,760 7.9		3,650 5.0						15,530 21.3				
<b>NBC TV</b>	<b>Thunder</b> <b>Search and Rescue</b> <b>Baggy Pants &amp; the Nitwits</b> <b>Red Hand Gang</b> <b>Senior Bowl Game</b> "NORTH VS. SOUTH" (2:00-3:12PM)																
<b>AVERAGE AUDIENCE</b> (Households (000) & %)	3,350 4.6		3,790 5.2		4,740 6.5		3,210 4.4						6,710 9.2				
<b>SHARE OF AUDIENCE</b> %	17		19		23		16						28	7.2*		8.7*	
<b>AVG. AUD. BY ¼ HR.</b> %	4.0	5.1	4.9	5.6	6.3	6.6	4.4	4.4					7.3	25*		29*	
<b>TV HOUSEHOLDS USING TV</b> WK 1 (See Def. 1)	27.1	27.5	28.3	29.7	30.2	29.6	29.1	29.7	30.3	31.5	31.8	32.3	32.7	34.1	34.0	34.0	34.0
WK 2	27.3	27.6	26.8	27.3	27.4	27.4	27.0	27.8	27.4	27.3	27.1	28.4	28.4	28.8	30.0	31.5	31.5

U. S. TV Households: 72,900,000

\*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. DEC. 31, 1977

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)									15,450 21.2								5,250 7.2
	ABC TV																	ABC Saturday Evening News
	AVERAGE AUDIENCE (Households (000) & %)									7,650 10.5								4,370 6.0
	SHARE OF AUDIENCE %									24								24 *
	AVG. AUD. BY 1/4 HR. %									10.1		9.7	10.1	10.7	11.3	11.1	5.9	6.1
	TOTAL AUDIENCE (Households (000) & %)							9,480 13.0										8,240 11.3
	CBS TV																	CBS Saturday News with Bob Schieffer
	AVERAGE AUDIENCE (Households (000) & %)																	6,930 9.5
	SHARE OF AUDIENCE %																	19
	AVG. AUD. BY 1/4 HR. %																	9.1 10.0
1	TOTAL AUDIENCE (Households (000) & %)							11,960 16.4										7,440 10.2
	NBC TV																	NBC Nightly News- Sat.
	AVERAGE AUDIENCE (Households (000) & %)									5,470 7.5								5,830 8.0
	SHARE OF AUDIENCE %									19								16
	AVG. AUD. BY 1/4 HR. %									5.6								7.8 8.2
	TOTAL AUDIENCE (Households (000) & %)									19,030 26.1								
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY 1/4 HR. %																	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY 1/4 HR. %																	
	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY 1/4 HR. %																	
2	TOTAL AUDIENCE (Households (000) & %)																	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY 1/4 HR. %																	
	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY 1/4 HR. %																	

TV HOUSEHOLDS USING TV WK 1 WK 2  
(See Def. 1)

U.S. TV Households: 72,900,000

\* Half-hour ratings (for immediately preceding and subject quarter-hours).

(K) Repeat, see page 8.

(UP) See Other Programs Section, Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. JAN. 1, 1978

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00					
WEEK 1	TOTAL AUDIENCE (Households (000) & %)																			2,190 3.0				
	ABC TV																			Jabberjaw (OP)				
	AVERAGE AUDIENCE (Households (000) & %)																			1,820 2.5				
	SHARE OF AUDIENCE %																			11				
	AVG. AUD. BY 1/4 HR. %																			2.3 2.6				
	TOTAL AUDIENCE (Households (000) & %)																			660 .9	580 .8			
	CBS TV																			Ghost Busters (OP)	Wacko (OP)	← Christians In a Changing World → (SUS.)		
	AVERAGE AUDIENCE (Households (000) & %)																			530 .8	510 .7			
	SHARE OF AUDIENCE %																			8	5			
	AVG. AUD. BY 1/4 HR. %																			.6 .9	.7 .7			
	TOTAL AUDIENCE (Households (000) & %)																							
	NBC TV																							
	AVERAGE AUDIENCE (Households (000) & %)																							
	SHARE OF AUDIENCE %																							
	AVG. AUD. BY 1/4 HR. %																							
WEEK 2	TOTAL AUDIENCE (Households (000) & %)																			2,260 3.1				
	ABC TV																			Jabberjaw (OP)				
	AVERAGE AUDIENCE (Households (000) & %)																			1,820 2.5				
	SHARE OF AUDIENCE %																			13				
	AVG. AUD. BY 1/4 HR. %																			2.4 2.5				
	TOTAL AUDIENCE (Households (000) & %)																			1,020 1.4	1,530 2.1			
	CBS TV																			Ghost Busters (OP)	Wacko (OP)	Lamp Unto My Feet (SUS.)	Look Up And Live (SUS.)	
	AVERAGE AUDIENCE (Households (000) & %)																			730 1.0	1,020 1.4			
	SHARE OF AUDIENCE %																			9	10			
	AVG. AUD. BY 1/4 HR. %																			.7 1.3	1.2 1.6			
	TOTAL AUDIENCE (Households (000) & %)																							
	NBC TV																							
	AVERAGE AUDIENCE (Households (000) & %)																							
	SHARE OF AUDIENCE %																							
	AVG. AUD. BY 1/4 HR. %																							
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	3.0	3.0	3.5	3.9	4.8	6.1	7.4	8.9	11.1	13.9	15.2	16.2	18.3	20.1	21.9	23.8						
		WK 2	3.1	3.1	3.7	4.1	5.2	6.6	7.5	9.4	11.8	14.2	15.3	17.3	17.6	18.3	19.4	20.2						

U. S. TV Households: 72,900,000

\*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. JAN. 1, 1978

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	2,700 .3.7		2,700 3.7		2,700 3.7												
	ABC TV			Great Grape Ape	Animals, Animals, Animals	(OP) Issues And Answers	Directions (SUS.)											
	AVERAGE AUDIENCE (Households (000) & %)	2,190 3.0		2,190 3.0		1,970 2.7												
	SHARE OF AUDIENCE %	11		10		9												
	AVG. AUD. BY 1/4 HR. %	2.8		3.2		2.9		3.0		2.8		2.6						
	TOTAL AUDIENCE (Households (000) & %)				3,860 5.3													
	CBS TV			Camera Three (SUS.)	Face the Nation													
	AVERAGE AUDIENCE (Households (000) & %)				2,990 4.1													
	SHARE OF AUDIENCE %				17													
	AVG. AUD. BY 1/4 HR. %				4.3			4.0										
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					3,570 4.9				16,110 22.1				34,410 47.2				
	NBC TV					Meet the Press				NFL 77-NBC (1:30-2:00PM)				NFL Championship Game-NBC "OAKLAND VS. DENVER" (2:00-5:02PM)				
	AVERAGE AUDIENCE (Households (000) & %)					2,920 4.0				13,270 18.2				25,950 35.6				
	SHARE OF AUDIENCE %					16				46				69		29.2*		34.4*
	AVG. AUD. BY 1/4 HR. %					3.9		4.2		16.0		20.3		27.1		31.3	33.6	35.1
	TOTAL AUDIENCE (Households (000) & %)	2,840 3.9		3,060 4.2		3,130 4.3								12,030 16.5				
	ABC TV			Great Grape Ape	Animals, Animals, Animals	(OP) Issues And Answers	Directions (SUS.)											
	AVERAGE AUDIENCE (Households (000) & %)	2,410 3.3		2,550 3.5		2,550 3.5								7,580 10.4				
	SHARE OF AUDIENCE %	16		15		14								28		8.7*		10.8*
	AVG. AUD. BY 1/4 HR. %	3.1		3.6		3.5		3.5		3.8		3.3		7.8		9.6	10.5	11.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)				2,620 3.6					6,560 9.0				11,740 16.1				
	CBS TV			Camera Three (SUS.)	Face the Nation					Challenge of the Sexes				NBA Basketball Game "VARIOUS TEAMS AND TIMES" (1:45-4:00PM) <sup>a</sup>				
	AVERAGE AUDIENCE (Households (000) & %)				2,260 3.1					4,670 6.4				5,390 7.4				
	SHARE OF AUDIENCE %				13					22				20		7.1*		7.1*
	AVG. AUD. BY 1/4 HR. %				3.0			3.2		5.1		6.5	7.6	8.0		7.0	7.1	7.1
	TOTAL AUDIENCE (Households (000) & %)							3,430 4.7						8,750 12.0				
	NBC TV					Meet the Press												
	AVERAGE AUDIENCE (Households (000) & %)					2,550 3.5								4,080 5.6				
	SHARE OF AUDIENCE %					14								14		5.4*		5.4*
	AVG. AUD. BY 1/4 HR. %					3.7		3.3						5.3		5.6	5.6	5.2
TV HOUSEHOLDS USING TV		WK 1	25.7	27.6	28.4	29.1	29.0	30.5	31.9	34.0	35.2	37.8	41.2	44.0	46.6	48.2	49.9	51.2
(See Def. 1)		WK 2	20.4	21.7	22.1	23.2	24.0	25.2	26.5	28.2	29.4	31.7	34.1	35.7	36.2	37.5	38.0	38.8

U. S. TV Households: 72,900,000

\* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. JAN. 1, 1978

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)																	
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY 1/4 HR. %																	
W E E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)					3,210 4.4				18,880 25.9		36,740 50.4						
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY 1/4 HR. %																	
W E E K 1	NBC TV	TOTAL AUDIENCE (Households (000) & %)																	
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY 1/4 HR. %																	
W E E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)																	
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY 1/4 HR. %																	
W E E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)																	
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY 1/4 HR. %																	
W E E K 2	NBC TV	TOTAL AUDIENCE (Households (000) & %)																	
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY 1/4 HR. %																	

U. S. TV Households: 72,900,000

\*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(CP) See Other Programs Section, Page A-36

† VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION. (2) "ABC SPORTS MAGAZINE", ABC, (4:15-4:30PM).  
 (1) "THE SUPERSTARS", ABC, (2:00-3:15PM).

DAY SUN. JAN. 8, 1978



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK TIME (N.Y.T.) PROGRAM		QUARTER HOUR	WEEK 1					WEEK 2						
			TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %
			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE	
EVENING MONDAY														
ABC 11.30-12.36AM POLICE STORY-MON		11.30							9,330	12.8	6,420	8.8	27	9.2
		11.45									9.2*	24*	9.3	
		12.00											8.9	
		12.15									8.7*	31*	8.5	
		12.30											7.6	
ABC 11.30-12.38AM STREETS OF SAN FRANCISCO(S)		11.30	7,290	10.0	5,250	7.2	24	7.4						
		11.45				7.3*	21*	7.3						
		12.00						7.5						
		12.15				7.2*	27*	6.8						
		12.30						6.4						
CBS 11.30-11.59PM CARTER TRIP-MON.(S)		11.30							5,470	7.5	4,010	5.5	14	5.6
		11.45											5.4	
NBC 8.15-11.42PM ORANGE BOWL GAME(S)		11.00							FOR RTGS SEE PAGE	A-3				29.1
		11.15									29.0*	48*	28.8	
		11.30											28.2	
EVENING TUESDAY														
ABC 11.30- 1.05AM TUESDAY MOVIE OF THE WEEK		11.30	8,380	11.5	5,390	7.4	28	8.9						
		11.45				8.2*	24*	7.5						
		12.00						7.1	6,050	8.3	3,860	5.3	24	6.3
		12.15				7.1*	27*	7.2			5.9*	24*	5.5	
EVENING WEDNESDAY														
		12.30						7.1					5.0	
		12.45				7.1*	33*	7.1			4.8*	25*	4.6	
		1.00						7.0					4.2	
ABC 11.30-12.00MD CARTER IN MIDEAST(S)		11.30							5,540	7.6	4,450	6.1	21	6.5
		11.45											5.8	
ABC 11.30-12.32AM STARKY AND HUTCH-11.30		11.30	8,970	12.3	6,710	9.2	30	9.7						
		11.45				9.7*	29*	9.6						
		12.00						9.4						
		12.15				9.0*	33*	8.6						
		12.30						6.5						
ABC 12.00- 1.02AM POLICE STORY-WED		12.00							6,050	8.3	4,740	6.5	31	6.1
		12.15									6.2*	28*	6.2	
		12.30											6.8	
		12.45									6.9*	35*	6.9	
		1.00											6.0	
ABC 12.32- 1.32AM WED. MYSTERY OF THE WEEK		12.30	4,520	6.2	3,210	4.4	25	4.8						
		12.45				4.7*	23*	4.5						
		1.00						4.3						
		1.15				4.3*	27*	4.3						
		1.30						4.3						
CBS 11.30-12.00MD CARTER TRIP-WED.(S)		11.30							6,850	9.4	5,250	7.2	25	7.9
		11.45											6.5	
NBC 11.30-12.00MD MIDEAST SPECIAL-NBC(S)		11.30							7,440	10.2	5,980	8.2	28	9.2
		11.45											7.3	
EVENING THURSDAY														
ABC 11.30-12.33AM POLICE STORY		11.30	8,380	11.5	6,420	8.8	29	10.0						
		11.45				9.9*	30*	9.8						
		12.00						8.4						
CONT'D														
A-37 U.S. TV HOUSEHOLDS: 72,000,000 ESTIMATED 1988-1989														

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

NATIONAL TV/CGM TV AUDIENCE ESTIMATES																	
DAY NETWORK TIME (N.Y.T.) PROGRAM					QUARTER HOUR	WEEK 1					WEEK 2						
						TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR
						HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE	
EVENING THURSDAY CONT'D																	
ABC 11.30-12.33AM POLICE STORY-CONT'D					12.15				8.0*	28*	7.7						
					12.30						6.4						
ABC 11.30-12.36AM STARSKY AND HUTCH-11:30					11.30							7,140	9.8	5,100	7.0	27	7.4
					11.45										7.2*	24*	6.9
					12.00												7.0
					12.15										7.0*	29*	7.0
					12.30												6.0
ABC 12.33- 1.32AM THURSDAY NIGHT SPECIAL					12.30	3,350	4.6	2,110	2.9	17	3.9						
					12.45				3.4*	17*	3.0						
					1.00						2.7						
					1.15				2.6*	18*	2.4						
					1.30						2.5						
ABC 12.36- 1.18AM TOMA					12.30							4,010	5.5	3,210	4.4	27	4.8
					12.45										4.6*	26*	4.5
					1.00												4.2
					1.15												4.3
CBS 11.30-11.56PM CARTER TRIP-THU(S)					11.30							5,540	7.6	4,740	6.5	21	7.0
					11.45												5.8
EVENING FRIDAY																	
ABC 9.00-12.10AM GATOR BOWL FOOTBALL GAME(S)					11.00	FOR RTGS SEE PAGE A-10					15.2						

				11.15				14.6*	28*	14.0						
				11.30						12.8						
				11.45				12.0*	28*	11.2						
				12.00						11.3						
ABC	12.41- 1.47AM	BARETTA-11:30PM		11.30							9,620	13.2	7,070	9.7	28	10.1
	11.30-12.35AM			11.45										10.3*	28*	10.5
				12.00												9.5
				12.15										9.4*	29*	9.2
				12.30	5,540	7.6	4,080	5.6	27	5.6						7.9
				12.45						6.0						
				1.00						5.7						
				1.15				5.6*	27*	5.5						
				1.30						5.3						
				1.45						4.4						
CBS	11.30-12.00MD	CARTER TRIP-FRI(S)		11.30	5,900	8.1	4,670	6.4	17	7.2						
				11.45						5.7						
CBS	11.30-12.00MD	CARTER TRIP-FRI(S)		11.30							7,290	10.0	6,120	8.4	23	8.8
				11.45												7.9
NBC	11.30-12.00MD	CARTER ABROAD-ASSESSMENT(S)		11.30							9,400	12.9	7,510	10.3	28	11.2
				11.45												9.3
NBC	1.00- 2.30AM	MIDNIGHT SPECIAL		1.00	5,470	7.5	3,130	4.3	29	5.9						
	1.30- 2.30AM			1.15				5.5*	29*	5.1						
				1.30						4.7						
				1.45				4.5*	30*	4.2	3,500	4.8	2,550	3.5	23	4.0
				2.00						3.3				3.7*	22*	3.5
				2.15				3.0*	26*	2.7				3.3*	25*	3.4
EVENING SATURDAY																
ABC	9.58- 9.59PM	ABC NEWSBRIEF-SAT.		9.45	12,320	16.9	12,320	16.9	35	16.9	14,650	20.1	14,650	20.1	33	20.1
ABC	11.00-11.15PM	ABC WEEKEND NEWS-SATURDAY		11.00	5,690	7.8	5,470	7.5	17	7.5	6,780	9.3	6,560	9.0	18	9.0
ABC	11.30-12.30AM	NEW YEAR'S ROCKIN EVE '78(S)		11.30	15,820	21.7	10,280	14.1	36	13.8						
				CONT'D												



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

NATIONAL TV/CABLE TV AUDIENCE ESTIMATES																
DAY NETWORK TIME (N.Y.T.) PROGRAM				QUARTER HOUR	WEEK 1					WEEK 2						
					TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	
EVENING SATURDAY CONT'D																
ABC 11.30-12.30AM NEW YEAR'S ROCKIN EVE '-CONT'D				11.45					14.6*	35*	15.5					
				12.00							14.7					
				12.15					13.6*	37*	12.4					
CBS 8.58- 8.59PM NEWSBREAK-SAT.				8.45	8,820	12.1	8,820	12.1	24	12.1	10,860	14.9	10,860	14.9	25	14.9
CBS 11.30- 1.00AM NEW YEAR'S EVE-LOMBARDO(S)				11.30	16,550	22.7	9,550	13.1	36	13.8						
				11.45					15.0*	36*	16.2					
				12.00						15.7						
				12.15					13.9*	37*	12.1					
				12.30						10.8						
				12.45					10.3*	35*	9.7					
NBC 8.58- 8.59PM NBC NEWS UPDATE-SAT.				8.45	9,190	12.6	9,190	12.6	25	12.6	11,880	16.3	11,880	16.3	27	16.3
NBC 11.30-12.55AM SATURDAY NIGHT				11.30	9,330	12.8	4,300	5.9	16	7.3						
				11.45					6.8*	16*	6.2					
				12.00						5.0						
				12.15					5.5*	15*	6.1					
				12.30						5.6						
				12.45					5.3*	18*	4.8					
NBC 11.30- 1.00AM WEEKEND(S)				11.30							7,800	10.7	4,010	5.5	17	7.5
				11.45										6.8*	18*	6.1
				12.00												5.6
				12.15										5.6*	17*	5.5
				12.30												4.7
				12.45										4.1*	15*	3.6

## EVENING SUNDAY

ABC 7.58- 7.59PM ABC MINUTE MAGAZINE	7.45							13,630	18.7	13,630	18.7	26	18.7
ABC 8.58- 8.59PM ABC NEWSBRIEF-SUN.	8.45	13,050	17.9	13,050	17.9	27	17.9	16,620	22.8	16,620	22.8	31	22.8
ABC 9.00-11.32PM ABC SUNDAY NIGHT MOVIE	11.30	FOR RTGS SEE PAGE A-14					18.6						
CBS 8.49- 9.49PM 60 MINUTES	9.45	FOR RTGS SEE PAGE A-14					24.6						
CBS 8.41- 8.49PM CBS NFL CHAMPIONSHIP POST(S)	8.45	FOR RTGS SEE PAGE A-14					27.6						
CBS 9.47- 9.48PM NEWSBREAK-SUN.	8.45							13,560	18.6	13,560	18.6	25	18.6
CBS 8.57- 8.58PM	9.45	16,620	22.8	16,620	22.8	35	22.8						
CBS 9.49-10.19PM ALICE	10.15	FOR RTGS SEE PAGE A-14					24.5						
CBS 10.19-11.19PM CAROL BURNETT SHOW	11.15	FOR RTGS SEE PAGE A-14					20.1						
NBC 8.58- 8.59PM NBC NEWS UPDATE-SUN.	8.45	10,640	14.6	10,640	14.6	22	14.6	15,160	20.8	15,160	20.8	28	20.8
9.28- 9.29PM	9.15												

## EVENING MONDAY-FRIDAY

ABC 8.58- 8.59PM ABC NEWSBRIEF-M-F	M-F	8.45	11,370	15.6	11,370	15.6	25	14.0	14,800	20.3	15,160	20.8	31	21.7
9.58- 9.59PM		9.45						17.9						18.9
CBS 8.58- 8.59PM NEWSBREAK-M-F	M-F	8.45	11,740	16.1	11,520	15.8	25	15.9	11,450	15.7	11,450	15.7	23	15.7
CBS 12.00- 2.09AM LATE MOVIE I	M-F	1.45	FOR RTGS SEE PAGE A-16			5.7*	50*	4.8						
		2.00						5.2						
CBS 12.40- 1.52AM LATE MOVIE II	W & F	12.30	5,610	7.7	4,080	5.6	31	6.7	4,740	6.5	3,860	5.3	34	6.9
1.14- 2.14AM	TUWF	12.45				6.2*	29*	6.0				6.9*	27*	6.9
		1.00						5.6						5.0

CONT'D

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

NATIONAL WEEKEND TV AUDIENCE ESTIMATES																	
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	WEEK 1					WEEK 2							
					TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING MONDAY-FRIDAY CONT'D																	
	CBS	12.40-	1.52AM LATE MOVIE II-CONT'D	1.15					5.5*	32*	5.3			5.8*	32*	5.0	
				1.30							5.3					4.5	
				1.45					5.5*	42*	4.9			4.9*	36*	4.7	
				2.00												4.6	
				2.15										5.7*	43*	5.5	
				2.30												5.1	
NBC	8.58-	8.59PM	NBC NEWS UPDATE-M-F	8.45	10,790	14.8		10,790	14.8	24	14.6	11,660	16.0	11,660	16.0	24	14.4
				9.00													13.9
				10.00													22.9
NBC	12.12-	1.27AM	TONIGHT SHOW	1.00								FOR RTGS SEE PAGE A-17					5.3
				1.15										4.2*	25*		5.2
NBC	1.00-	1.45AM	TOMORROW SHOW	1.45								FOR RTGS SEE PAGE A-17					2.4
				2.00										2.3*	22*		2.0
				2.15										2.0*	26*		1.8
DAY MONDAY-FRIDAY																	
ABC	2.00-	4.54PM	SUGAR BOWL GAME(S)	2.00								21,210	29.1	7,510	10.3	20	7.5
				2.15											7.9*	16*	8.2
				2.30													8.2
				2.45										8.5*	17*		8.7

				3.00											8.9
				3.15									7.7*	15*	6.4
				3.30											10.2
				3.45									13.4*	26*	16.6
				4.00											15.0
				4.15									13.7*	26*	12.4
				4.30											10.8
				4.45									10.4*	19*	9.8
	ABC	2.00-	2.30PM \$20,000 PYRAMID	12.00						5,690	7.8	4,960	6.8	21	5.7
				12.15											6.2
	CBS	10.00-	11.30AM COTTON BOWL PARADE(S)	10.00						16,990	23.3	10,130	13.9	32	10.5
				10.15									11.6*	28*	12.6
				10.30											13.7
				10.45									14.5*	33*	15.4
				11.00											15.1
				11.15									15.5*	34*	16.0
	CBS	10.00-	11.00AM MAGAZINE(S)	10.00						5,760	7.9	3,650	5.0	26	4.2
				10.15									4.4*	24*	4.7
				10.30											5.8
				10.45									5.5*	28*	5.3
	CBS	10.30-	11.00AM PRICE IS RIGHT 1	10.00	6,270	8.6	5,390	7.4	29	5.4					
				10.15						6.4					
	CBS	11.00-	11.30AM PRICE IS RIGHT 2	10.30	6,850	9.4	6,050	8.3	30	8.3					
				10.45						8.6					
	CBS	11.30-	12.00NN LOVE OF LIFE	11.00	5,390	7.4	4,450	6.1	21	4.9					
				11.15						4.7					
	CBS	11.30-	2.00PM TOURNAMENT-ROSES PARADE(S)	11.30						24,130	33.1	14,800	20.3	41	17.1
				11.45									17.9*	39*	18.8
				12.00											19.8
				12.15									20.1*	41*	20.5
				12.30											21.4
				12.45									21.4*	43*	21.3
CONT'D															



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

NATIONAL WEEKEND TV AUDIENCE ESTIMATES																						
DAY NETWORK TIME (N.Y.T.) PROGRAM				QUARTER HOUR	WEEK 1				WEEK 2													
					TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR								
					HOUSEHOLDS (000)	%	HOUSEHOLDS	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS	SHARE %									
DAY MONDAY-FRIDAY CONT'D																						
CBS 11.30- 2.00PM TOURNAMENT-ROSES PARADE-CONT'D					1.00											21.2						
					1.15										20.5							
					1.30										20.6							
					1.45										21.6							
CBS 11.55-11.59AM CBS MID-DAY NEWS-EDWARDS					M-F 11.15	4,670	6.4	4,230	5.8	20	4.6	4,960	6.8	4,520	6.2	27	6.2					
					TU-F 11.45						6.1											
CBS 1.30- 2.00PM CBS NFL PLAYOFF PRE(S)					MON. 1.30	14,940	20.5	12,390	17.0	49	15.2											
					1.45						18.7											
CBS 2.00- 4.35PM CBS NFL PLAYOFF GAME 1(S)					MGN. 2.00	27,770	38.1	20,120	27.6	66	24.4											
					2.15				25.5*	67*	26.6											
					2.30						27.3											
					2.45				27.7*	70*	28.0											
					3.00						27.2											
					3.15				27.2*	67*	27.2											
					3.30						28.6											
					3.45				28.7*	67*	28.9											
					4.00						28.8											
					4.15				28.6*	62*	28.5											
					4.30						27.7											
CBS 2.00- 5.30PM COTTON BOWL GAME(S)					MON. 2.00							32,730	44.9	17,060	23.4	45	22.3					
					2.15																	
					2.30																	
					2.45																	

	3.00												25.2
	3.15												27.9
	3.30												24.1
	3.45												17.1
	4.00												20.8
	4.15												24.3
	4.30												24.6
	4.45												25.1
	5.00												23.1
	5.15												20.9
CBS 4.35- 5.00PM CBS NFL PLAYOFF POST 1(S)	MON. 4.30	19,170	26.3	17,200	23.6	50	24.8						
	4.45						22.8						
CBS 5.30- 6.00PM COTTON BOWL POST(S)	MON. 5.30							10,420	14.3	8,310	11.4	19	12.8
	5.45												10.0
CBS 6.00- 8.44PM CBS NFL PLAYOFF GAME 2(S)	MON. 6.00	30,180	41.4	19,900	27.3	46	23.4						
	6.15				24.4*	44*	25.3						
	6.30						26.8						
	6.45				27.0*	47*	27.2						
	7.00						28.1						
	7.15				27.7*	47*	27.3						
	7.30						28.4						
	7.45				29.0*	48*	29.6						
	8.00						28.8						
	8.15				28.1*	45*	27.4						
	8.30						27.9						
NBC 10.00-11.30AM NBC'S STAR SALUTE TO 1978(S)	MON. 10.00							11,810	16.2	6,780	9.3	27	7.4
	10.15										7.9*	28*	8.4
	10.30												9.5
	10.45										9.5*	27*	9.6
	11.00												10.4
	11.15										10.5*	26*	10.7
NBC 11.30- 2.00PM TOURNAMENT-ROSES PARADE(S)	MON. 11.30							19,680	27.0	11,370	15.6	32	13.3
CONT'D	11.45										14.0*	30*	14.6

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

NATIONAL TV/CABLE TV AUDIENCE ESTIMATES					WEEK 1				WEEK 2								
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY MONDAY-FRIDAY CONT'D																	
	NBC	11.30-	2.00PM	TOURNAMENT-ROSES PARADE-CONT'D	12.00											15.8	
					12.15										15.9*	33*	16.1
					12.30										16.2*	33*	16.1
					12.45												16.4
					1.00										15.8*	32*	15.8
					1.15												15.8
					1.30										16.1*	31*	16.0
					1.45												16.2
	NBC	1.00-	1.30PM	FOR RICHER, FOR POORER	2.00												6.6
					2.15												6.5
	NBC	4.30-	4.45PM	ROSE BOWL FOOTBALL PRE(S)	4.30							7,290	10.0	6,710	9.2	17	9.2
	NBC	4.45-	8.15PM	ROSE BOWL GAME(S)	4.45							36,960	50.7	21,290	29.2	46	11.7
					5.00												17.5
					5.15										19.0*	34*	20.5
					5.30												28.1
					5.45										29.6*	51*	31.1
					6.00												33.3
					6.15										33.2*	53*	33.0
					6.30												30.5
					6.45										30.6*	47*	30.7
					7.00												33.0
					7.15										33.3*	49*	33.6

						7.30												34.4	
						7.45												34.6	
						8.00												36.6	
DAY SATURDAY																			
ABC	8.55-	8.59AM	SCHOOLHOUSE ROCK-	8.55AM		8.45	3,210	4.4	2,700	3.7	27	3.7	4,960	6.8	4,300	5.9	36	5.9	
ABC	10.25-	10.29AM	SCHOOLHOUSE ROCK-	10.25AM		10.15	6,200	8.5	5,690	7.8	32	7.8	6,710	9.2	6,050	8.3	31	8.3	
ABC	10.55-	10.59AM	SCHOOLHOUSE ROCK-	10.55AM		10.45	6,340	8.7	5,980	8.2	32	8.2	6,850	9.4	6,050	8.3	32	8.3	
ABC	11.55-	11.59AM	SCHOOLHOUSE ROCK-	11.55AM		11.45	7,000	9.6	6,050	8.3	28	8.3	6,340	8.7	5,390	7.4	27	7.4	
CBS	8.26-	8.29AM	IN THE NEWS-	8.26AM		8.15	1,820	2.5	1,680	2.3	26	2.3	1,820	2.5	1,750	2.4	20	2.4	
CBS	8.56-	8.59AM	IN THE NEWS-	8.56AM		8.45	2,770	3.8	2,330	3.2	24	3.2	3,210	4.4	2,700	3.7	21	3.7	
CBS	9.56-	9.59AM	IN THE NEWS-	9.56AM		9.45	6,490	8.9	6,340	8.7	40	8.7	7,290	10.0	7,070	9.7	40	9.7	
CBS	10.26-	10.29AM	IN THE NEWS-	10.26AM		10.15	7,440	10.2	6,850	9.4	39	9.4	8,380	11.5	7,730	10.6	40	10.6	
CBS	10.56-	10.59AM	IN THE NEWS-	10.56AM		10.45	6,120	8.4	5,760	7.9	31	7.9	7,440	10.2	7,140	9.8	37	9.8	
CBS	11.26-	11.29AM	IN THE NEWS-	11.26AM		11.15	6,710	9.2	5,980	8.2	31	8.2	7,220	9.9	6,710	9.2	33	9.2	
CBS	11.56-	11.59AM	IN THE NEWS-	11.56AM		11.45	5,690	7.8	5,180	7.1	24	7.1	7,140	9.8	6,560	9.0	33	9.0	
CBS	12.26-	12.29PM	IN THE NEWS-	12.26PM		12.15	5,320	7.3	4,960	6.8	22	6.8	6,420	8.8	5,900	8.1	30	8.1	
CBS	12.56-	12.59PM	IN THE NEWS-	12.56PM		12.45	4,450	6.1	4,300	5.9	19	5.9	6,850	9.4	6,560	9.0	32	9.0	
CBS	1.26-	1.29PM	IN THE NEWS-	1.26PM		1.15							4,960	6.8	4,670	6.4	23	6.4	
CBS	1.30-	4.39PM	SUN BOWL GAME(S)			4.30						14.0							
							FOR RTGS SEE PAGE A-26												
CBS	1.56-	1.59PM	IN THE NEWS-	1.56PM		1.45							4,010	5.5	3,790	5.2	18	5.2	
NBC	2.00-	5.12PM	SENIOR BOWL GAME(S)			5.00												10.6	
													FOR RTGS SEE PAGE A-27						
DAY SUNDAY																			
ABC	10.55-	10.59AM	SCHOOLHOUSE ROCK-	10.55AM		10.45	2,110	2.9	1,820	2.5	11	2.5	1,970	2.7	1,900	2.6	13	2.6	



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

NATIONAL <i>Weekend</i> TV AUDIENCE ESTIMATES																
					WEEK 1				WEEK 2							
					TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	
DAY SUNDAY CONT'D																
ABC	11.55-11.59AM	SCHOOLHOUSE ROCK	11.55AM	11.45	2,260	3.1	2,110	2.9	10	2.9	2,840	3.9	2,480	3.4	15	3.4
CBS	9.26- 9.29AM	IN THE NEWS-	9.26AM	9.15	870	1.2	800	1.1	9	1.1	1,020	1.4	1,020	1.4	11	1.4
CBS	9.56- 9.59AM	IN THE NEWS-	9.56AM	9.45	580	.8	440	.6	4	.6	1,170	1.6	1,090	1.5	10	1.5
CBS	5.30- 8.41PM	CBS NFL CHAMPIONSHIP GAME(S)		8.30	FOR RTGS SEE PAGE A-34					35.0						
NBC	2.00- 5.02PM	NFL CHAMPIONSHIP GAME-NBC(S)		5.00	FOR RTGS SEE PAGE A-32					37.8						